

Good morning/afternoon. This is

Vendor ZINC

calling from INPUT, an international research and consulting firm.

We are conducting an important study on the feasibility of a national software institute. As one of the leading companies/associations affiliated with that industry, your company has been selected to participate in this study.

I would like to tell you about the proposed institute and solicit your reactions to it. The entire interview should last no more than 10 minutes.

Is this a good time for you to discuss this with me? (If NO) We will be interviewing today and tomorrow. Will you have any time for us later?

(If they are not available, get the next highest person in charge.)



INSTITUTE INFORMATION

The purpose of the institute is to provide a vehicle for your company to join with leading universities and professional associations in recruiting and counseling prospective employees. The institute will be a "job mart" where employment candidates will be exposed to the opportunities and benefits of your company and, in turn, where you will have concentrated access to a large pool of qualified individuals.

The institute will also be a "trade mart" at which your company will be able to display your products and services to a wide potential user base, either by walk through displays or telecommunication to other businesses.

Activities of the institute will include:

Job fairs for recruitment of new employees

Company displays designed to build your company image

Forums for influencing computer science curriculums

co-op programs for pre-employment experience

Publications promoting the industry and your involvement in it

Research studies on industry issues



With that general description in mind, would you please answer the following questions?

1. What is your overall reaction to this idea?

2. On a scale of 1 to 10, with 10 being the highest, how would you rate your level of interest in this institute?

3. What specific concerns do you have regarding the institute? (Solicit their concerns first and then use the following as prompts as necessary.)

cost?

location?

participation by competitors?

amount/kind of company commitment necessary?

amount of control company will have on policies, procedures, etc.

overlap with activities of other associations



4. Regarding each of these issues, what decisions would most facilitate your participation?

5. If all of these concerns were met to your satisfaction, would you participate?



843-8680 →
440-236

MicroPro 415-499-1200

665-1100 Lawrence

Software International Jim Watson 617-475-5040

~~Management Decision Sys~~

Larry Schenberg

AGS 201-654-4321

Digital Research Garret Kilick 408-649-3596

Microsoft Wm Gates - 206-828-8080

Software Design - Jay Goldberg 212-686-2032
11/9 9:45 - out today

Episcope Corp Hong Kong

~~Policy Management System~~ Larry

~~Synsort~~

American Software Dr. Thom Newberry 404-261-4381
11/9 9:50 out today

Bach & Babbe Jack van Kinsbergen 408-735-9550

~~Starh-Software~~

Comp Corp America

11/9 9:50 out today

Dr. Thomas Marill 617-492-8860
11/9 10:00 out today

Doug
Gottman
for Russ
1603
form

11/8 2:50
bug

11/8 2:50
drawing

Claudia
Hayman
11/8 2:50
drawing



Project: ZANC - 1/2 day or less

I need the name and telephone number
of the CEO or President of:

Software Co's:

MSA 404-262-2376

William M. Graves

Cullinet 617-329-7100

John J. Cullinane

Applied Data Res

John R. Bennett
201-660-819-9000 ^{Corp}

~~Informatics 415-964-9900~~

~~213-887-9640~~ ^{James Holmes}
~~Walter F. Bauer, Ph.D.~~

~~Cincom 513-662-2300~~

~~Thomas M. Nies~~

~~UCC 814-952-7100~~

~~J. Allen H. P.P.T.~~

Computer Assets

516-333-6700 Charles B. Wang ^{done}

Panasonic Systems

312-986-6000 Joseph A. Piscopa

MicroPro

415-499-1200 Seymour I. Rubinstein

Kirchman Corp

305-831-3001 Kenneth P. Kirchman

McCormack + Dodge

617-449-4012 J.M. McCormack

VisiCorp

408-946-9000 Terry Opden dyk

Software AG

703-860-5250 John Maguire ^{done}

Comserve

612-452-9970 ⁶⁹¹⁻⁷⁰⁰⁰ Richard P. Daly ^{out}

In Sci

201-391-1600 Leo Hornfeld ^{out to 11/9}

~~Interstate Bank~~

212-736-4433 Gerald D. Cohen ^{not info}

1.25

1

Vendor ZANC

Good morning/afternoon. This is

calling from INPUT, an international research and consulting firm.

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- Job fairs for recruitment of new employees

- Company displays designed to build your company image

- Forums for influencing computer science curriculums

- co-op programs for pre-employment experience

- Publications promoting the industry and your involvement in it

- Research studies on industry issues

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location?

participation by competitors?

amount/kind of company commitment necessary?

amount of control company will have on policies, procedures, etc.

overlap with activities of other associations

4. Regarding each of these issues, what decisions would most facilitate your participation?

5. If all of these concerns were met to your satisfaction, would you participate?



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(If they are not available, get the next highest person in charge.)

INSTITUTE INFORMATION

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Job fairs for recruitment of new employees

Company displays designed to build your company image

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co-op programs for pre-employment experience

Publications promoting the industry and your involvement in it

Research studies on industry issues

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4

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CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO.

SIC. CODE

SIZE CODE

AREA CODE

STUDY CODE

DATES

2	1	1	C						

STUDY TITLE:

TYPE OF INTERVIEW:

☐ VENDOR
☐ USER

☐ TELEPHONE
☐ ON-SITE
☐ MAIL

- M M D D Y Y

INTERVIEWER: _____

COMPANY: _____ CO. TYPE: _____

ADDRESS: _____ SALES: _____

NO. EMPL: _____

INDUSTRY ☐

☐ DISCRETE MANUFACTURING

☐ PROCESS MANUFACTURING

☐ TRANSPORTATION

☐ MEDICAL

☐ SERVICES

☐ UTILITIES

☐ RETAIL

☐ BANKING

☐ WHOLESALE

☐ OTHER

☐ INSURANCE

☐ GOVERNMENT - FEDERAL

☐ GOVERNMENT - STATE & LOCAL

☐ EDUCATION

INTERVIEWS

NAME TITLE TELEPHONE NO.

SUMMARY _____

REFERENCES _____



Good morning/afternoon. This is
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We are conducting an important study on the feasibility of a national
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Is this a good time for you to discuss this with me? (If NO) We will be
interviewing today and tomorrow. Will you have any time for us later?

(If they are not available, get the next highest person in charge.)

James B. ...
Plus ~~Pres~~ *of these orgs:*
ADAPSO 903-522-5055 - Jerry Dwyer
ACM 212-265-⁸⁶⁹⁻⁷⁴⁴⁰~~6322~~ - Sidney David H. Brandin
DRMA 312-825-8124 - ~~John~~ *Carol* Lewis
SMIS 312-644-6610 - Mike *Riphey* Rippey
ASM 216-243-6900 - Richard Irwin

Pres/G Dir/PR(?)

INSTITUTE INFORMATION

The purpose of this institute is to provide a vehicle for your association to join with leading software vendors and universities in prompting the industry to students and prospective employees. The institute will be a "job mart" where prospective members of the industry will be exposed to software professions and where the professional goals of your association will be exemplified.

The institute will also be a "trade mart" at which your ~~company~~ ^{association} will be able to display your ~~products~~ ^{activities} and services to a wide potential user base, either by walk through displays or telecommunication to other businesses.

Activities of the institute will include:

- Career counseling on the opportunities in the software industry
- Forums for influencing computer science curriculums
- cCo-op programs for pre-employment experience
- Publications promoting the industry and your involvement in it
- Research studies and reports on industry issues.

Assoc. Displays designed to build your image
["Job Fairs" for recruitment of new employees]

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2. On a scale of 1 to 10, with 10 being the highest, how would you rate your level of interest in this institute?

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^{we}
^{dk} } cost?

^{md}
^{west}
^{plans} } location?

participation by competitors?

amount/kind of company commitment necessary?

amount of control ^{association} ~~company~~ will have on policies, procedures, etc.

overlap with activities of ~~other~~ ^{your} associations?



4. Regarding each of these issues, what decisions would most facilitate your participation?

5. If all of these concerns were met to your satisfaction, would you participate?

1 Alan Brown, Gen. Mgr.
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414/449-2838

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617/661-3206

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New York, NY 10022
212/888-9191

36 Robert Howe, President
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Battery March Park
Quincy, MA 02169
617/770-3333

37 Larry Blank, President
ATLAS COMPUTING, INC.
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Torrance, CA 90503
213/316-2822

38 James E. Greenwood, Pres.
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215/337-3200

39 Robert C. Zinck, Jr., President
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Dayton, OH 45402
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40 George F. Raymond, Pres.
AUTOMATIC BUSINESS CENTERS
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609/235-1800

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201/365-7933 or 7934

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43 Leonard Minowitz, President
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45 Bruce Croom, President
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58 Paul Biegel, President
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59 John Munro, President
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60 Larry Cole, Gen. Mgr.
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61 Burton Grad, Chairman
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74 Mark Kilsen, President
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79 Bernard Goldsmith, President
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80 Sherman A. Drusin, President & Treasurer
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83 Eberhard Klemens, President
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1100 31st Street, Suite 240
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312/960-2902

84 J. P. Cozzens, President
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85 Jim Mahold, Manager
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87 Les Meszaros, President
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88 Gary N. Comorau, President
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89 Anthony Abbott, President
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90 John A. Williams, President
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502/442-7361

91 Donald H. Czubek
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Cupertino, CA 95014
408/725-1568

92 Hank Post, President
COMP-U-STAFF, INC.
One Investment Pl., Ste. 413
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93 George Athanasatos, President
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94 Dennis Voketz, President
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95 Daniel J. Barch, Treasurer
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96 Harry L. Beisswenger, Pres.
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97 John W. Cox, President
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TITLE Preliminary Survey of Interest in Software Institute

CLIENT Anacome

CONTRACT: ATTACHED _____ TO FOLLOW _____ LETTER _____ VERBAL X

PROJECT LEADER Peterson CODE XANC

DATE STARTED 11/4/83 PLANNED COMPLETION DATE 11/11/83

LEVEL OF EFFORT (Professional Man Days) 4.60

TOTAL CONTRACT VALUE: \$ 6000

REVENUE DISTRIBUTION (% or \$) INPUT US 100 INPUT LTD _____

REIMBURSABLE EXPENSES: NO X

YES X

EXP. BUDGET _____

TO COVER: TRAV: X

TEL: X

RPT. PREP.: _____

OTHER: X

BILLING SCHEDULE DESCRIPTION 100% on completion

PROJECT DESCRIPTION Assess Key association and
Software vendors for interest in a software
institute

INDICATE TYPE OF CUSTOM WORK: REPORT X PRESENTATION _____

THANK YOU PACKAGE: YES _____ NO X



INPUT

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RICHARD L. PETERSON, Ph.D.

Senior Consultant

November 10, 1983

Dear Allan,

Here is a complete copy of INPUT's report on the preliminary survey of interest in a software institute. Please review this copy as soon as possible and then call me with any additions, deletions, or clarifications you feel are necessary. I'll make those changes for you the first of next week and send you a final copy for distribution to Anacomp management.

I believe we have some interesting information here. I'm anxious to discuss it with you.

Sincerely,



Richard L. Peterson

Jan

Wink

Good morning/afternoon. This is

^{We are an}
calling from INPUT, an international research and consulting firm, currently

~~We are conducting an important study on the feasibility of a national software institute. We are one of the leading companies/associations affiliated with that industry. Your company has been selected to participate in this study.~~
^{and would like to get your reactions to the idea.}
^{We would like to get your reactions to the idea.}

I would like to tell you about the proposed institute and solicit your reactions to it. The entire interview should last no more than 10 minutes.

Is this a good time for you to discuss this with me? (If NO) We will be interviewing today and tomorrow. Will you have any time for us later?

(If they are not available, get the next highest person in charge.)

Sr. VP
CFO

Microsoft

PHONE CALL			
FOR	<u>Rich</u>	DATE	<u>11/11</u> TIME <u>12:10</u> ^{AM} PM
M	<u>Jody McClean</u>		
OF	<u>ABC Marketa</u>		<input checked="" type="checkbox"/> TELEPHONED
PHONE	<u>415-499-1200</u>		<input type="checkbox"/> RETURNED YOUR CALL
AREA CODE	NUMBER	EXTENSION	<input type="checkbox"/> PLEASE CALL
MESSAGE			<input type="checkbox"/> WILL CALL AGAIN
			<input type="checkbox"/> CAME TO SEE YOU
			<input type="checkbox"/> WANTS TO SEE YOU
SIGNED			TOPS FORM 4003

INSTITUTE INFORMATION

The purpose of the institute is to provide a vehicle for your company to join with leading universities and professional associations in recruiting and counseling prospective employees. The institute will be a "job mart" where employment candidates will be exposed to the opportunities and benefits of your company and, in turn, where you will have concentrated access to a large pool of qualified individuals.

The institute will also be a "trade mart" at which your company will be able to display your products and services to a wide potential user base, either by walk-through displays or telecommunication^{to available prospective users} to other businesses.

Activities of the institute will include:

Job fairs for recruitment of new employees

→ Company displays designed to build your company image

Forums for influencing computer science curriculums

Co-op programs for pre-employment experience

Publications promoting the industry and your involvement in it

Research studies on industry issues



THE SOFTWARE INSTITUTE: PRELIMINARY SURVEY OF SOFTWARE COMPANY INTEREST

OBJECTIVE

- The objective of this survey is to determine whether or not there is interest on the part of software companies in the United States in participating in such an institute. The survey will try and address functions of the institute which would be attractive to software companies.

SCOPE AND METHODOLOGY

- Based on discussions, INPUT will draw up a short questionnaire and review this with Anacomp. It is expected that the questionnaire will be preceded by a short description of the software institute, its objectives and potential functions. INPUT will carry out 15-20 interviews with software companies, primarily software products organizations, to determine their interest. Interviews will be held with the chief executive or senior executive officer of the company. Interest of the organization in being a founder member of such an institute will be solicited. Specific questions which need resolving will be identified.
- If appropriate, INPUT will also survey 5-10 universities as to their interest in participation. Again, the potential roles of the universities will have to be defined. There may be at least two roles: one role would be an active participation, the other a passive participation simply informing people of the establishment of the institute and of its functions.
- After completion of the research INPUT will prepare a brief presentation of the results. Included in this will be recommendations on the feasibility of the project and procedures to be followed from this point.

- Based on the results of this survey INPUT and Anacomp should be able to determine a detailed survey to follow.

FEE AND SCHEDULE

- The total fee for the project as defined above, excluding universities, will be \$6,000, including expenses. If the universities are added, an additional \$3,600 will be required.
- These fees assume no travel expenses will be incurred. INPUT, however, will be willing to travel to attend a meeting or presentation with Anacomp and others if so desired. In this case, expenses would only be charged.
- Because of the high level of contact required, the project will require a senior level INPUT person to be assigned to the project.
- The project as described above could be accomplished within a period of two weeks from authorization.

AUTHORIZED BY:
Anacomp

ACCEPTED BY:
INPUT

NAME

NAME

TITLE

TITLE

DATE

DATE

INPUT

112

Western
Union
Telex
+
INPUT SARK

INPUT MNTV

Western
Union
Telex
+
INPUT SARK

INPUT MNTV
DECEMBER 9 1983

TO: RICH
FM: RENEE F.

ONE MORE TIME, THE BOSS WANTS ME TO DOUBLE CHECK EXPENSE BILLING
YANG:

WE SHOW:

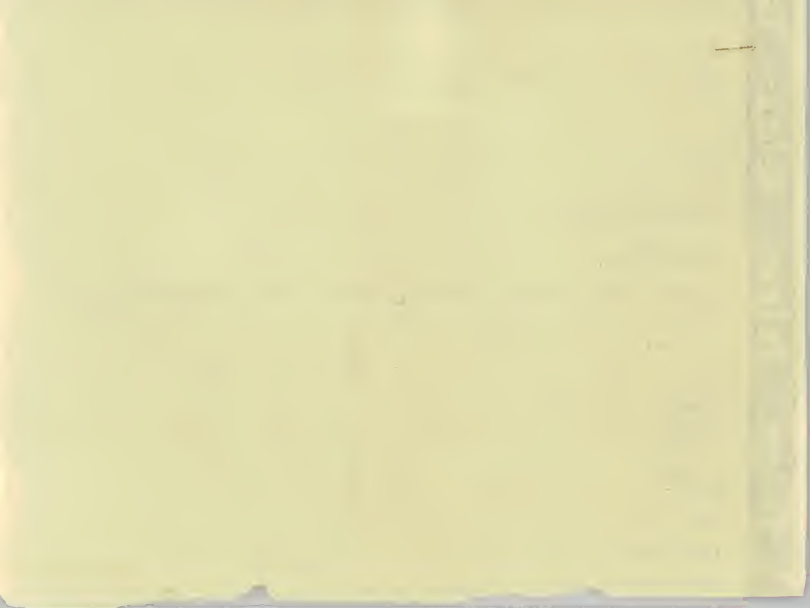
TRAVEL	0
PHONE	0
SUPPORT	\$170.00
COPYING	0
POSTAGE	0

REGARDS,
RENEE.

Western
Union
Telex
+
INPUT SARK

INPUT MNTV

Western
Union
Telex
+
INPUT SARK



SOFTWARE INSTITUTE

October 13, 1983

Peter Cunningham
INPUT

SOFTWARE INSTITUTE

Purpose: Establishment of a multi-industry/university survey to determine receptivity of computer software companies, universities, professional societies, and government in the establishment of a Software Institute.

A. Objective of Software Institute:

I. University involvement

a. Pre-college

1. Provide counseling to high school students with curriculum guidelines.
2. Provide assistance to high school administrators in establishing computer science curriculum
3. Career counseling - Provide assistance to prospective university students in choosing university/college that provides the individual with curriculum that best suits his/her needs.

b. In-college

1. Co-op programs - Direct students in cooperative program to Institute for placement in industry.
2. University/industry sharing of expertise through industry participation on Advisory Committees.

c. Graduates

1. Institute would be used as vehicle for recruitment of graduates by industry.
2. Provide clearing house for job opportunities for post graduates.

- d. Provide universities a facility to market software engineering programs to prospective students through permanent displays at Institute.

II. Industry involvement

a. Permanent displays of software

1. Institute will provide the facility for industry mart of software displays. Access to software would be obtained through walk through demos or telecommunications transmitted from Institute to individual users or prospective users either at home or corporation.

b. Co-op program

1. Provide job opportunities to prospective co-op students.
2. Institute would provide training in the state-of-the-art systems and proper skills before student embarks on work experience (1-4 weeks).

c. Recruitment

1. Ultimate recruitment of computer science graduates by industry through Institute.
2. Coordination of job opportunities for post graduates.

B. Advantage of Institute in Indianapolis

- I. 6 of the top 10 undergraduates computer science schools located in Midwest.
 - a. Illinois
 - b. Minnesota
 - c. Wisconsin
 - d. Pennsylvania
 - e. Michigan
 - f. Purdue
- II. 6 of the top 13 graduate computer science schools located in Midwest.
 - a. Illinois
 - b. Minnesota
 - c. Wisconsin
 - d. Pennsylvania
 - e. Michigan
 - f. Purdue
- III. Provide high visibility to City and State.
- IV. Provide impetus to industry to headquarter in area because of Institute.
- V. Retain high tech people in state.
- VI. By providing training for co-op and recent college graduates through the Institute, before embarking on job in other areas, create an awareness of Indiana and Indianapolis and additions to economic returns.

VII. Construction of state-of-the-art facility in downtown Indianapolis to house Software Institute thus creating additional jobs and help in economic recovery.

VIII. Motivate trade associations to relocate to Indianapolis through impact of Software Institute.

IX. Additional bookings for Convention Center through software trade shows and seminars for prospective computer science students.

C. Feasibility Study

I. Survey corporate software companies to determine interest in permanently displaying their software in the Institute.

II. Survey of societies and trade associations.

III. Survey of universities.

IV. Survey of both State and Federal governments for interest in displays at Institute.

V. Survey of both State and Federal governments for potential legislation that might give student loan forgiveness programs and/or company credits for recruitment/hiring of personnel in the computer software industry.

VI. Survey potential R&D projects the Institute could be involved with.



anacomp

Anacomp Inc.
11550 N. Meridian Street
P.O. Box 40888
Indianapolis, IN 46240
(317) 844-9666

① file
② file
with proposal
③ copy ~~sent~~
Rich
Heinen

October 24, 1983

Mr. Peter Cunningham
INPUT
1943 Landings Drive
Mountain View, CA 94043

Dear Peter:

Enclosed are the minutes of a meeting held in Indianapolis to discuss the proposed Software Institute, and a listing of those participating in the meeting.

We look forward to continued progress toward the establishment of the Institute and thank you for your contribution now and in the future.

Sincerely,

Allan Meguschar

Allan Meguschar
Manager of Human Resources

AM/jk

Enclosures

NOV 1983



SOFTWARE INSTITUTE

MINUTES OF MEETING

October 13, 1983

The meeting of the interested parties for the proposed Software Institute met at the offices of Anacom, Inc., 11550 North Meridian St., Carmel, Indiana, beginning with a luncheon at noon, followed by a presentation by Al Meguschar of Anacom and discussion regarding the formation of the Software Institute. The following individuals were present:

Peter Cunningham
Mark V. DeFabis
Chris Duffy
Dr. Robert Greenkorn
Thomas I. M. Ho, Ph.D.

Dr. J. P. Lisack
Alden McClellan
Allan Meguschar
R. D. Palamara, Ph.D.

Dr. Palamara led the discussion addressing the following points:

1. Reducing cost by putting all software information in one location.
2. Does not feel professional societies will move as quickly as universities to use software institute.
3. We should try to involve 30 of the top companies in the U.S.
4. Try to reach top 10 universities
5. Try to reach college bound students.
6. Source is here to allow students to get overall feel for what he is going to do within a company
7. Co-op Programs. To provide staging area to obtain a common denominator mix between academic and in-plant environment manned by industry and university people. The recruitment and placement function is very important. The staging area would present a cross-section of training that is expensive for any one company to operate, but would participate in this regard. Co-ops could attract more people to Indiana. If you can attract the people and hold them here, the companies will then follow.

The following discussion covered motivating companies to participate in the Institute. New techniques, new management would draw people, companies would follow. Users should be factored into the equation.

1908

Software Institute
Page Two
October 13, 1983

Peter Cunningham was asked which software and hardware companies he thought would participate in such an institute. He responded as follows:

Auto Data - No
Computer Sciences - Possibly
EDS - No
Time Share- Possibly
Computer Vision - Yes
MSA - Yes
Bradford - (Couldn't hear response) No
Cullinet - Yes
Software AT - Yes
Panasofic - Yes
AGS - NO

Hardware:

Apple - Yes
IBM - Yes
Control Data- Yes
NCR - No
Burroughs - No

Peripherals:

Storage Tech - possibly

Semi-Conductors:

Intel - Yes
T. I.- Yes

Communication Companies:

AT&T - Yes
GTE - Yes

He stated we should be able to pull in small companies by the fact that they will want to know what is going on. Information will pull in other companies.

Al Meguschar of Anacom has been in contact with several of the top eight universities. He feels their response to be as follows:

MIT - No
Harvard - No
University of Penn - Yes
Minnesota - Yes
Illinois - Yes
Stanford - Yes
Purdue - Yes
Wisconsin - Yes

Dr. Greenkorn then discussed the function of the Robotics Institute and the Infac study, and how it relates to the proposed Software Institute. Mr. DeFabis brought the group up-to-date on the status of the Robotics Institute. To date, there are several letters of intent for the financing of the grounds.

Software Institute
October 13, 1983
Page Three

Dr. Lisack addressed the use of the Software Institute as a co-op for advanced computer students. The students could man an on-site software system as an "earn while you learn" program. Dr. Ho addressed company recruitment programs. He feels the smaller companies would use the institute as a recruitment tool, hiring co-op students for future employment. Mr. Duffy feels in may be a way to work with CEOs of companies and show them what can be accomplished with software systems.

Dr. Palamara sees the Corporation of Science and Technology as the conduit organization, working through subcommittees for review, and then onto next point. He feels the institute is something worth doing and asked for other opinions.

Peter Cunningham feels it is worth a try, he supports it; Tom Ho said it is a great idea, want to keep the idea from being stolen; Robert Greenkorn said the Purdue response would be good, other universities would probably not be interested; J.P. Lisack said it needs further definition before going farther, i.e. understanding of what it is that is visualized and then a complete understanding of the software institute; and Alden McClellan wants to see hard facts before CST gets involved in any large projects.

Peter Cunningham of Input will provide to the group an estimate of the charges to prepare a feasibility study of industry and possibly universities. The proposal will be available no later than October 28th.

The meeting closed at approximately 2:00 p.m.

Peter Cunningham
INPUT
1943 Landings Drive
Mountain View, CA 94043
(415) 960-3990

Mark V. DeFabis
Director Economic Development
Indianapolis Growth Project, Inc.
48 Monument Circle
Indianapolis IN 46204
(317) 236-6262

Cristopher Duffy
Vice President and Chief
Administrative Officer
Anacomp, Inc.
11550 N. Meridian Street
P.O. Box 40888
Indianapolis, IN 46240
(317) 844-9666

Dr. Robert Greenkorn
Vice President & Associate Provost
Purdue University
West Lafayette, IN 47907
(317) 494-6840

Thomas I.M.Ho, Ph.D.
Department of Computer Technology
Purdue University
West Lafayette, IN 47907
(317) 494-250

Dr. J. P. Lisack
School of Technology
Office of Manpower Studies
Purdue University
Lafayette, IN 47906
(317) 494-2559

Alden McClellan
Corporation for Science & Technology
One North Capitol
Suite 530
Indianapolis, IN 46204
(317) 635-3058

Allan Meguschar
Manager of Human Resources
Anacomp, Inc.
11550 N. Meridia Street
P.O.Box 40888
Indianapolis, In 46240
(317) 844-9666

Ronald D. Palamara, P.D.
President and Chairman of the Board
Anacomp, Inc.
11550 North Meridian St.
PO. Box 40888
Indianapolis, IN 46240
(317) 844-9666



Mark DeFabis - Indianapolis Department
Tom Ho.
J.P. Lisack - Office of Manpower Studies

Bob Greenhorn - Indiana University
Allen H. Allen - Corp. Sci. & Tech.

anacomp

InterOffice

TO: C. Duffy
A. Meguschar

DATE: September 26, 1983

[OCT] 10 1983

FROM: R.D. Palamara

SUBJ: SOFTWARE INSTITUTE

Board of Corp Sci & Tech.

For completeness I will establish in this memorandum the chronological listing of activities leading to the establishment of the feasibility study for the Software Institute.

Alden McClellan, Director of Corporation for Science and Technology, contacted me about a month ago to express the interest of certain directors and others regarding the potential establishment of a Software Institute in Indianapolis. The prior completed feasibility study and plans for the potential establishment of a Robotics Institute provided part of the stimulus leading to this topic. Following his inquiry, I surveyed certain of our internal management to determine their thinking and contacted Pete Wright to have him determine 1) if the software institute existed and 2) what other forms of permanent display currently were in operation in the United States.

I summarized my thinking in a letter to McClellan prior to the last CST Executive Committee Meeting.

He has indicated he is now ready to take the next step toward establishment of the feasibility of the Institute. I contacted Mark DeFabis at the suggestion of the Mayor's office to determine possible involvement and the completion of the study by the Greater Indianapolis Progress Committee. I believe the following elements are important as a part of the completion of the study:

1. The establishment of a multi-industry/university survey to determine receptivity of computer software companies, universities, professional societies, and government in the establishment of a software institute.
2. I believe that the study should include involvement of the Purdue Manpower Commission headed by Professor Lisack to attempt to establish the manpower supply and demand requirements respectively supplied by the universities and required by the companies.

The numbers as I last observed them showed a growth in the computer analysts and programmers of approximately 3%-4% per year with a demand of 17%-20% per year. Thus, our objective would be:

- 1) To involve the top ten computer science universities who would participate in displays at the software institute for the purpose of counseling college-bound students into the computer science field;
- 2) Assisting the existing students in lining up cooperative program opportunities with companies in the computer services industry.
- 3) Ultimate recruitment by the companies of the computer science graduates.



We would only invite the top ten universities to display although we would not restrict participation by these ten. No doubt, other Indiana-based universities would want to establish displays if they have ongoing programs. However, it is important that the universities and the established purpose of the Institute relative to students be emphasized and surveyed as a part of the study. Lisack could probably participate in this facet of the activity, although from the work that Meguschar has already done, we may have a head start in this area.

The second element of the survey would include a survey of the computer software companies that could be conducted by Cunningham. The purpose for surveying the companies, obviously, would be to induce them to display or to determine their interest in placing permanent displays of their software in the Institute. Access to the software could either be obtained in walk through demos or through telecommunications transmitted from the Institute to individual users either at home or corporate. My thinking is that we may be able to utilize the contacts that we have in the communications industry to establish this capability and possibly provide computer power from one of the Anacomp centers, although I am not underestimating the demand may require a stand alone center. Lastly, we would have an established database of companies, universities, related industries, hardware/communications that could be accessed using the videotex system as conduit. Since I don't know really enough about the videotex system that we license from IBM I am not able to assess the true feasibility of this alternative.

Thirdly, societies should be surveyed. I have expanded the list that I initially conceived. My initial list had the ADAPSO organization of computer service companies, the Association for Systems Management (ASM) and the Data Processing Managers Association (DPMA). In addition to the involvement of INPUT for computer software companies and International Computer Programs, Inc., the database company for computer programs. In addition to this list I would add American Electronics Association (AEA) since they sponsor two very large seminars that attract the emerging growth companies in software and electronics. There may be other additional societies that we may want to induce, but this list certainly should be surveyed.

Lastly, my thinking is that we may want to survey certain of the states to see if they might be interested in displaying as a part of this program. My thinking is that if Indiana could take the lead here and if they were able to obtain favorable legislation that gave student loan forgiveness programs and/or company credits for recruitment/hiring of personnel in the computer software industry, these advantages might well induce companies to set up training programs in Indiana where they could bring in fresh college graduates that were in part trained by the institute and the individual company for some period of time in Indiana before they went to their home base. I think it is not feasible to assume that we will attract a large number of computer software companies necessarily to Indiana but as a training facility, this may well be feasible. So states themselves might at least be surveyed to see if they have any loan forgiveness programs or any inducements for high technology graduates.

Immediately in the process of establishing a plan for the Software Institute, I think it is important to start with the involvement with an advertising company since I believe one of the byproducts or maybe even preproducts of the survey should be a conceptual video tape or a set of slides that conceptualize and pictorially display the functions of a Software Institute so that the survey may be more meaningful in terms of the understanding by the respective companies, universities, societies and states in the development of the concept.

What I am proposing is the following. That we develop a concept that we believe is receptive and acceptable to the respective interested parties and we keep it general but develop it pictorially in a display that we put together prior to enlisting INPUT and Lisack's group to carry it forward. This video tape or pictorial would then be utilized to display the concept of the Institute in general terms so that it is perfectly understood. Secondly, the same video display can be used to carry forward the plan and finally it can be revised following the results of the survey so that we have a completed piece that we can then reuse to start to induce interested companies and other associations that become involved. I believe that at some point in time it will also be appropriate to contact the respective non-profit foundations to determine what involvement they may want to have in this endeavor.

RDP/sy

? 1. ? INDUSTRY user involvement.

Planning meeting

- possibly prototyping research
- then pilot / evaluate.

- where to go

- coop. incentive for small cos

example of real use

Software cos

1. EDUCATION USERS - IN-FACT.

2. OBTAIN SOURCE OF PEOPLE. \downarrow SUMMER PROGRAM
- QUALIFY THEM. COOP u
- INTEREST THEM. IN RIGHT THINGS

3. SELL PRODUCTS

DIFFERENTIATE AMONG ALTERNATIVES

BRUNTON EDN. FOR NON-CS PEOPLE.

EDUCATE TEACHERS

FACULTY (CURRICULUM) DEVELOPMENTS.

LIST FNS.

METHOD OF WORK.

PRIORITIZE THEM

- INTERNATIONAL FLEXIBLE AUTOMATION CONFER.

- MODEL

(UNIVERSITY EMPATHY)

Approach

- Understanding of benefits possible?

- They view as services - how could you use it?

anacomp

InterOffice

TO: R. D. Palamara (1)

DATE: September 8, 1983

FROM: J. J. Flanigan

SUBJ: Software Institute

OCT 10 1983

The following might be relevant:

1. There is a permanent exposition for computer manufacturers in Dallas.
2. Indianapolis is ideally suited for a software institute because of Anacomp.
 - a. We have equipment from the major hardware vendors located in Indianapolis: IBM, Burroughs, NCR, Prime.
 - b. The hub of our national network is the EFT switch in Castleton, i.e., all lines run to Indianapolis.
 - c. Our offices in the major U.S. cities could be terminal locations for software connections.
3. With all of the bad software that is published particularly for the micros and minis, the opportunity of someone providing a certification or a place for a vendor to demonstrate may be a good idea.

JJF:eb

SOFTWARE INSTITUTE

MINUTES OF MEETING

September 26, 1983

Attendees:

R. D. Palamara
M. V. DeFabis
C. Duffy
A. Meguschar

Dr. Palamara reviewed what he felt were the necessary steps to be taken to establish the Software Institute in Indianapolis. The steps are as follows:

- A. Develop a conceptual video tape or set of slides that conceptualize and pictorially display the functions of a Software Institute. This media would make the survey more meaningful to the respective companies, universities, societies and states in the development of this concept. Contact should be made with advertising agency.
- B. Enlist Peter Cunningham of INPUT, a market research firm that tracks companies within specialized markets and within technological areas, to establish a multi-industry/university survey to determine receptivity of computer software companies, universities, professional societies, and government in the establishment of a software institute. Survey should also include involvement of the Purdue Manpower Commission headed by Professor Lisack to attempt to establish the manpower supply and demand requirements respectively supplied by the universities and required by the companies.
- C. From the results of surveys, a proposal will be developed and presented to subcommittee of the Science and Technology Corporation.

Mark DeFabis reviewed the Indianapolis Growth Project's role in the feasibility study of the Robotics Institute. He informed us that they funded the survey and prepared the proposal. He asked Dr. Palamara what the estimated cost of video and survey would be. Dr. Palamara estimated between \$100,000 - \$150,000.

Dr. Palamara presented what he felt would be the objectives of the Software Institute. The objectives are as follows:

- A. To involve the top ten computer science universities in addition to any other universities who would participate in displays at the Software Institute. For the purpose of counseling college-bound students into the computer sciences fields.
- B. Assisting the existing students in lining up cooperative program opportunities with companies in the computer services industry. In addition the Institute would provide to the chosen co-op students instant state of the art training before embarking upon the co-op work experience.
- C. The Institute would be established as the ultimate vehicle in recruitment by the companies of the computer science graduates.
- D. Provide software companies the opportunity of establishing permanent displays of their software in the Institute. Access to the software would either be obtained in walk-through demos or through verbal communications transmitted from the Institute to individual users either at home or corporate.

It was suggested that a meeting be set up on October 13, 1983 with Peter Cunningham of INPUT to establish the criteria for the feasibility study. After reviewing the scope of the feasibility study, Cunningham would present a proposal to Mark DeFabis. The meeting will include Dr. Ronald Palamara, Mark DeFabis, Dr. Alden McClellan, Professor J.P. Lisack, Dr. Robert Greenkorn, Chris Duffy and Allan Meguschar.

AM:jk



anacomp

Anacomp, Inc.
11550 N. Meridian Street
P.O. Box 40888
Indianapolis, IN 46240
(317) 844-9666

[OCT] 10 1983

September 12, 1983

Mr. Alden McLellan, President
Indiana Corporation for Science and Technology
One North Capitol Avenue, Suite 530
Indianapolis, Indiana 46204

Dear Alden:

Based upon our discussion regarding the feasibility of a software institute to be formed and located in Indianapolis, I have the following comments.

Organizations currently providing some form of membership and service in the computer services and software industry encompass the following:

1. Association for Systems Management (ASM) - a professional organization of systems analysts.
2. Data Processing Managers Association (DPMA) - an organization of middle management personnel in data processing.
3. Association for Data Processing Service Organizations (ADAPSO) - an organization composed of major computer service companies within the United States.
4. National Microfilm Association (NMA) - an association of microfilm and image processing companies.

In my opinion, none of these organizations directly represent the software industry or the software companies. Rather they have focused upon specific segments of the industry that reach either special interest groups or professional personnel. Thus, I believe, the conclusion is valid that a software institute is not currently in existence.

Regarding the organizations that might be instrumental in determining the feasibility and potential usage of a software institute by industry and professionals, I believe there are two key companies that fall into this category. One company is ICP (International Computer Programs, Inc.) which specializes in the publication, advertising and sale of software products,

anacomp

Mr. Alden McLellan

- 2 -

September 12, 1983

coincidentally based in Indianapolis - President, Larry Welke. The other company is INPUT, based in Palo Alto, California, a market research firm that tracks companies within specialized markets and within technological areas. They likewise have affiliations and involvements with companies in computer hardware, telecommunications and are the market research firm enlisted by ADAPSO Corporation which tracks the market trends in the computer services industry.

Looking back to the 1950's, we saw the evolution of the American Rocket Society into the American Institute of Aeronautics and Astronautics and the corresponding Electrical Engineering Society into the IEEE. I believe the trend we saw in the late 1950's and 1960's was space technology oriented and, when coupled with these two professional organizations, served many of the traditional purposes that an institute or professional society might fulfill. We have seen as the software industry grows, developments within the industry of special groups that have attempted to both establish computer museums and permanent displays encompassing both the hardware and software aspects of the computer industry. One such display is located in Dallas with another located on the West Coast.

In my opinion, a likely scenario for determining the feasibility of a software institute might encompass the following elements:

1. Study the establishment and plan of the Robotics Institute. The proposed Institute to be located in Indianapolis might serve as a model for the establishment of the software institute.
2. Develop an information base from both ICP and INPUT. Specifically, INPUT might be retained to conduct a survey to establish the market potential and receptivity of companies within the software and computer services industry and, also, their likelihood of participation in the establishment of a software institute. They might specifically be asked to determine which companies might be receptive to participation in permanent displays with active software functioning in a permanent environment which might be a part of the institute.
3. Their receptivity to participation in conventions and shows that would be established and conducted in a single location in conjunction with the permanent display activities.
4. Their likelihood of membership in the software institute with related participation and involvement in publications, research and other activities normally a part of a professional organization.

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Mr. Alden McLellan

- 3 -

September 12, 1983

The software industry currently is sized at about \$15 billion and is expected to grow to \$50 billion by the year 1986 with it exceeding the size of the computer hardware industry sometime within this century. I believe the results that might be derived are suspect to be favorable enough to warrant further study with specific retention of a market research firm capable of measuring the market potential and receptivity of this idea. A facility location in the proximity of the convention center might well be positively received, especially in view of the proposed location of the Robotics Center and the proximity of the new convention facilities. I will be pleased to participate in whatever way you feel is appropriate should you intend to extend this idea further and start to develop a concrete plan for accepting it.

Sincerely,

Ronald D. Palamara, Ph.D.
President and Chairman of the Board

RDP/jk



anacomp

Anacomp Inc.
11550 N. Meridian Street
P.O. Box 40888
Indianapolis, IN 46240
(317) 844-9866

[OCT] 10 1983

September 30, 1983

Mr. Peter Cunningham
INPUT
701 Welch Road, Suite 1119
Palo Alto, California 94304

Dear Peter:

Enclosed is some background information on the proposed Software Institute. This project is very much a priority with Dr. Palamara at this time. The information enclosed is his thoughts on the Software Institute. The materials should be able to give you some ideas for the feasibility study.

The INPUT meeting is set for 9:00 a.m., October 13, 1983. I am going to schedule the meeting on the Software Institute for 1:00 p.m. This should give you ample time to make your 4:00 p.m. plane reservation.

If you have any questions, please give me a call.

Sincerely,



Allan Meguschar
Manager of Human Resources

AM:jk

Enclosures



COMPANY PROFILE

ANACOMP, INC.
11550 North Meridian Street
Suite 600
Carmel, IN 46032
(317) 844-9666

Ronald D. Palamara, President
and Chairman of the Board
Public Corporation, OTC
Total Employees: 1,800
Total Revenues, Fiscal Year End
6/30/80: \$67,076,000

THE COMPANY

- Anacomp was founded in 1968 in Indiana by a group of professors and consultants from Purdue University. Its original business involved creating and marketing instruction tapes and cassettes and providing some on-line data processing services. It has operated as a public company since 1969.
- Through an aggressive acquisition program, Anacomp has expanded its services to include software development, on-line processing services, facilities management, micrographics services, professional services and turnkey systems. These are offered primarily to the financial community, state and local governments and commercial clients.
- Anacomp reported fiscal 1980 revenues of \$67,076,000, a 76% increase over 1979 revenues of \$38,118,000. Anacomp's five-year compounded annual growth rate has been 51%. A five-year financial summary follows:

ANACOMP, INC. FIVE-YEAR FINANCIAL SUMMARY (\$ Thousands, Except Per Share Data) (FYE 6/30)

ITEM \ FISCAL YEAR	1980	1979	1978	1977	1976
Revenues	\$67,076	\$38,118	\$21,619	\$16,183	\$12,851
• Percent increase from previous year	76%	76%	34%	26%	44%
Income before taxes and extraordinary items	\$ 8,130	\$ 5,072	\$ 3,177	\$ 2,454	\$ 1,575
• Percent increase from previous year	60%	60%	29%	56%	52%
Net income	\$ 4,810	\$ 2,653	\$ 1,558	\$ 1,192	\$ 835
• Percent increase (decrease) from previous year	81%	70%	31%	43%	(5%)
Earnings per share	\$ 0.96	\$ 0.75	\$ 0.53	\$ 0.41	\$ 0.26
• Percent increase (decrease) from previous year	28%	42%	29%	58%	(6%)

- In 1980, Anacomp grew through both acquisition and internal expansion.
 - Acquisitions accounted for \$24.6 million, or 85% of 1980 revenue growth. The largest acquisition was Computer Micrographics, Inc., which contributed \$16.2 million. Internal expansion accounted for \$4.4 million, or 15% of Anacomp's 1980 revenue increase. Growth in banking software system contracts added \$5.0 million in revenues, while other areas contributed \$3.8 million. This was offset by the termination of an agreement to market microfilm manufactured by Kalvar Corporation, which resulted in a decrease of \$4.4 million in revenues.
- Anacomp is divided into two general business areas, Computer Services and Micrographics.
 - Computer Services revenues, which include all software, professional services, facilities management and data processing, grew 52% in 1980 to \$43.7 million. Its five-year compounded growth rate has averaged 44%. Pre-tax profits from Computer Services were 10% in 1980.
 - Micrographics revenues, which include computer output microfilm, microfilming and micropublishing, grew 148% in 1980 to \$23.3 million. Its average compounded growth rate for the last five years has been 72%. Micrographics contributed 47% of Anacomp's income before taxes, and recorded pre-tax profits of 16%.
- A five-year summary of Anacomp's revenues and pretax income by business segment follows:

ANACOMP
REVENUE BY BUSINESS SEGMENT
(\$ Thousands, FYE 6/30)

ITEM \ FISCAL YEAR	1980	1979	1978	1977	1976
Computer Services					
• Revenues	\$43,743	\$28,709	\$12,525	\$11,047	\$10,190
- Percent of total revenues	65%	75%	58%	68%	79%
• Income before taxes	\$ 4,292	\$ 3,147	\$ 2,566	\$ 1,873	\$ 1,282
- Percent of total income	53%	62%	81%	76%	81%
Micrographics					
• Revenues	\$23,333	\$ 9,409	\$ 9,094	\$ 5,136	\$ 2,661
- Percent of total revenues	35%	25%	42%	32%	21%
• Income before taxes	\$ 3,838	\$ 1,925	\$ 611	\$ 581	\$ 293
- Percent of total income	47%	38%	19%	24%	19%

COMPANY PROFILE/ANACOMP, INC.

- For the six months ending December 31, 1980, Anacomp reported revenues of \$49.8 million and net income of \$3 million, an increase of 66% and 89% respectively from the previous year. (Previously reported financial results have been restated to reflect two acquisitions completed in the last quarter of 1980 which were accounted for on the pooling of interests basis.) Anacomp's FY 1981 revenues should exceed \$100 million.
- Anacomp has made 20 major and numerous minor acquisitions since 1970. Acquisition activity in the last two fiscal years has been brisk, with six purchases in 1979, six in 1980, and plans for additional acquisitions in 1981.
- Major fiscal 1979 acquisition activity:
 - Sci-Tek Associates, Inc., based in Boston (MA), was acquired in August 1978 for \$128,000 in cash. 1978 revenues were \$741,040, with losses of \$85,185. Sci-Tek provides facilities management and computer professional services to state and local governments.
 - Escrom, Inc., based in Seattle (WA), was acquired in September 1978 for \$450,000. 1978 revenues were \$4,961,042, with losses of \$367,639. Escrom provides software, turnkey systems, processing services and professional services in the Pacific Northwest.
 - Computer Services Corporation, based in Detroit (MI), was acquired in October 1978 for \$952,322 in cash. 1978 revenues were \$3,581,600, with a profit of \$80,600. Computer Services Corporation is a major supplier of on-line data processing services to credit unions in the Midwest.
 - Access Data Systems, Inc., based in Phoenix (AZ), was acquired in January 1979 for \$450,000 in cash. 1978 revenues were \$1,499,954, with profits of \$76,605. Access Data Systems, formerly a subsidiary of URS Corporation, provides processing services to credit unions in the Southwest and Rocky Mountain areas.
 - ERCO, Inc., based in Dayton (OH), was acquired in March 1979 for \$500,134 in cash. 1978 revenues were \$1,550,937, with losses of \$119,768. ERCO, formerly owned by Cube, an NCR credit union subsidiary, provides credit union processing in Ohio and the District of Columbia.
 - Wachovia Services, Inc., based in Winston-Salem (NC), sold part of its assets to Anacomp in October 1978 for \$3,300,000 in cash. Anacomp now has the right to process certain banking and COM services to Wachovia customers.
- Major fiscal 1980 acquisition activity:
 - Computer Micrographics, Inc., based in Torrance (CA), was acquired in September 1979 for \$11,392,000 in cash and stock. 1978 revenues were

approximately \$12 million with a profit of \$551,637. Computer Micrographics operates micrographics service centers in major cities throughout the U.S.

- Capital Data Prep, Inc., based in Tallahassee (FL), was acquired in July 1979 for \$20,000 in cash. Capital Data provides local data entry services.
- Cogna Systems Corporation, based in Chicago (IL), was acquired in October 1979 for \$400,000. 1978 revenues were \$8.5 million. Cogna Systems provides software development and professional services to users of large-scale computers.
- Arthur S. Kranzley and Company, Inc., based in Cherry Hill (NJ), was acquired in April 1980 for \$900,000 in stock. Arthur Kranzley and Company specializes in electronic funds transfer and transaction processing software systems.
- SynerGraphics, Inc., based in San Francisco (CA), was acquired in May 1980 for \$10,965,000 in cash and stock. 1979 revenues were \$13.2 million. SynerGraphics, a former Transamerica subsidiary, operates eleven micrographic service centers in major U.S. cities.
- Electronic Data Processing Corporation, based in Detroit (MI), was acquired in December 1979 for an undisclosed amount of cash. 1978 revenues were under \$3 million. EDP Corporation specializes in local credit union and mortgage loan company processing.
- Major fiscal 1981 acquisition activity:
 - Computer Management, Inc., based in Cleveland (OH), was acquired in August 1980 for \$1.4 million in cash and stock. 1979 revenues were approximately \$4 million. CMI provides packaged and custom IBM-based software to manufacturers, government and banks. Computer output microfilm and micrographics equipment and supplies are also available.
 - Eikon Technology, Inc., based in Manchester (NH) sold a majority interest in one of its divisions to Anacomp in September 1980. Anacomp transferred the assets of its Radiographix Division to Eikon in exchange for a 57.1% interest in the new company, Eikon Radiographix, Inc. The new company will specialize in the conversion of medical x-rays to diagnostic quality microfiche for storage and retrieval.
 - Microfilm Communications Systems, Inc., based in Denver (CO), signed a letter of acquisition intent in October 1980. 1978 revenues were approximately \$1 million. Microfilm Communications specializes in computer output microfilm to clients in the Denver area.

COMPANY PROFILE/ANACOMP, INC.

- MICRO/LAND Corp. of Cincinnati was acquired in February 1981 for an undisclosed amount of Anacomp stock. MICRO/LAND provides COM services from data centers in Cincinnati, Toledo, Columbus and Detroit and had sales of approximately \$2.5 million in FY 1980.
- Certain assets of General Computing Corporation, a New York micro-graphics company, were also acquired in February 1981.
- In February 1981, Anacomp and the Dun and Bradstreet Corporation terminated discussions for the acquisition of Zytron Corporation by Anacomp. Zytron, one of the nation's largest providers of COM services, will continue to operate as a unit of National CSS, a D&B subsidiary.
- Anacomp currently has 1,800 employees divided as follows:

Micrographics Division	910
Data Services Division	60
Bank Services Division	630
Government Services Division	<u>200</u>
	1,800

KEY PRODUCTS AND SERVICES

- Anacomp is organized into divisions based on major business areas. INPUT estimates its FY 1980 revenues as follows:

Data Services Division	13%	\$ 8.7 million
Financial Services Division	42	28.2
Government Services Division	15	10.0
Micrographics Division	<u>30</u>	<u>20.1</u>
	100%	\$67.0 million

- The Data Services Division (DSD) provides its products as software, turnkey systems or processing services to commercial clients. DSD is built around products developed by Escom, Inc., which was acquired in 1978. Major products include:
 - Manufacturing Management and Control (MMC), a planning and financial control package for small and medium-sized manufacturers. There are eleven basic modules: engineering, sales order processing, purchase order processing, inventory planning, work in process costing, work order launching, shop floor control, accounts payable, accounts receivable, payroll and general ledger.
 - MMC is available as a licensed software product for \$30,000. When packaged with a Prime or Microdata minicomputer, the turnkey system sells for \$80,000 to \$200,000. Forty systems have been installed.

- DSD provides smaller manufacturers with the MMC product on a timesharing basis.
- DISTRIBUTE is a financial package for wholesalers and distributors. Modules available include: order tracking, back-order processing, inventory control, accounts payable and receivable, payroll and general ledger.
- DISTRIBUTE is available as a licensed software product and sells for \$10,000 to \$20,000. Packaged with Prime or Microdata minicomputers, the system sells for \$60,000 to \$200,000. Seventy-five systems have been installed.
- DSD also offers software in the areas of construction, forest products, hospital management, medical clinics and property management.
- In February 1981, Anacomp and NCR Corporation signed a multi-million dollar agreement to develop and implement an interactive hospital information system over the next three years for a large midwest hospital.
- The Financial Services Division (FSD) provides software products to large banks and financial institutions and processing services to smaller banks and credit unions. The division has grown primarily through acquisition.
- The purchase in 1975 of Electronic Data Preparation Corporation (EDPC) provided the main FSD products. EDPC software was written to operate on NCR Century and Criterion systems only.
- The major product is Customer Integrated/Referenced File (CI/RF), which integrates all client accounts into a single file. There are twelve modules: certificate of deposit, club savings, commercial checking, current accounts, commercial loan, high interest saving, installment loan, mortgage loan, overdraft checking loan, passbook savings and personal checking. A foreign exchange module for international banking is under development.
- CI/RF is available as a licensed software product or as a processing service from three FSD data centers. There are currently over 75 clients.
- FSD has an agreement with NCR Corporation where NCR markets CI/RF and other products in addition to its computers. This arrangement has been in effect for over five years.
- Other acquisitions, particularly Cogna Systems and Computer Management, expanded FSD's offerings to include similar products operating on IBM equipment. Currently under development, in conjunction with four banks, is the Continuous

Integrated System (CIS), an enhancement providing real-time updating of file information. CIS will be compatible with most large mainframes. Other products available from FSD include demand deposit accounting, customer information management system (CIMS), descriptive combined statement (Money Manager), charge card, installment loan, retail accounts information, time deposit, floor planning, commercial loan and Bankserv.

- With the acquisition of Kranzley and Associates and Computer Management, FSD added products and services in the area of Electronic Funds Transfer (EFT). Three products are available:
 - EFT 8300 provides EFT and Automated Teller Machine capability to large-scale IBM machines.
 - EFT 8500 is a similar system for Interdata minicomputer installations.
 - Customer Oriented Electronic Fund Transfer System (COEFTS) provides on-line remote authorization of credit card and check transactions for ATM and point-of-sale terminals. COEFTS operates on IBM system 360/370 equipment.
 - FSD operates the EFT switching systems for the Rocky Mountain Switch in Denver (CO), the Maryland Switch in Baltimore (MD), and the the Metroteller Switch in Buffalo (NY).
- FSD became active in the credit union processing area with its acquisitions of Computer Accounting, Access Data, Computer Service Corporation, EDP of Detroit and ERCO. FSD serves 200 credit unions with interactive processing service from seven data centers. FSD licenses software to credit unions and markets a turnkey system based on Datapoint minicomputers.
- Through its many micrographic centers, Anacomp offers financial institutions full COM, microfilm and micropublishing services.
- The Government Services Division (GSD) provides facilities management, processing services and micrographics services to state, county and local government.
 - GSD currently provides facilities management for the Indiana Department of Revenue and Indiana Department of Motor Vehicles. GSD has software for use by other state government agencies, including Medicare/Medicaid programs, allocation of CETA funds, aid to dependent children and other social service areas.
 - Services to county and local government include a voter registration system, property tax appraisal system, county on-line title system

(COLTS), law enforcement information system (SLEUTH), criminal justice system, utility billing system and fleet management system.

- Micrographic services are available in many areas for government processing.
- The Micrographics Division provides Computer Output Microfilm (COM), microfilming and micropublishing to commercial clients. Growth in the Micrographics Division has been mostly through acquisition. Of the 30 existing COM centers, eight were opened by Anacomp and 22 were added by acquisition. Before consolidation of overlapping centers, the Micrographics Division added eleven locations through the SynerGraphics acquisition, and ten with Computer Micrographics.
- The acquisition of Eikon Technology established Anacomp as a major supplier of x-ray minification services to hospitals. X-ray minification converts medical and industrial x-rays to surgical quality microfiche. The x-ray microfiche market has grown as the silver in conventional x-rays becomes more expensive.

INDUSTRY MARKETS

ITEM \ FISCAL YEAR	1980	1979	1978	1977
Banking & Financial				
• Revenues	\$27,501	\$14,866	\$5,837	\$5,826
- Percent of total	41%	39%	27%	36%
Government				
• Revenues	\$ 9,390	\$10,673	\$7,999	\$5,664
- Percent of total	14%	28%	37%	35%
Commercial*				
• Revenues	\$30,184	\$12,579	\$7,783	\$4,693
- Percent of total	45%	33%	36%	29%

* Includes manufacturing, utilities, distribution, medical, insurance and education.

GEOGRAPHIC MARKETS

- Anacomp's 1980 revenues were distributed as follows:

COMPANY PROFILE/ANACOMP, INC.

East	35%
Midwest	34
Northwest	9
Southwest	17
Foreign	<u>5</u>
	100%

- Foreign revenues were from Australia, Europe, the Middle East and South America.

COMPUTER HARDWARE

- The Government Services Division operates facilities management contracts or data centers in Indianapolis (IN), Bradenton (FL) and Ft. Pierce (FL). Equipment in these centers consists of:
 - NCR Century Series systems.
 - NCR Criterion systems.
 - Prime minicomputers.
- The Data Services Division uses computers operated by the Financial Services Division for credit union processing.
- The Financial Services Division operates bank data processing centers in Greenfield (IN), San Francisco (CA) and Winston-Salem (NC). Credit union processing is performed in Colorado Springs (CO), Dayton (OH), Flint (MI), Indianapolis (IN), Phoenix (AZ), Sarasota (FL) and Southfield (MI). NCR Criterion systems are used in the bank data centers. Credit union processing is performed on medium-sized Burroughs systems.
- The Micrographics Division operates COM centers in California (9), Connecticut (2), Florida, Georgia (3), Illinois, Indiana, Massachusetts, Minnesota, New Hampshire (2), New Jersey, New York, North Carolina (2), Ohio (4), Pennsylvania, Texas (4) and Washington State. Currently, there is a total 35 centers.



INPUT

PARK 80 PLAZA WEST-1, SADDLE BROOK, NEW JERSEY 07662

(201) 368-9471

November 16, 1983

Mr. Allan Meguschar
Manager of Human Resources
Anacomp, Inc.
11550 N. Meridian Street
P.O. Box 40888
Indianapolis, IN 46240

Dear Al:

INPUT is pleased to submit the enclosed final report on "The Software Institute: A Preliminary Survey of Interest."

As we discussed, our reserach did indicate a level of interest that provides support for pursuing this idea further. We believe that a full feasibility study could identify the key determinants of participation by professional association, software vendors, and universities and provide the information base for the development of a prospectus. If Anacomp decides to continue this investigation, INPUT would welcome an opportunity to offer a proposal to conduct such a study.

In the meantime, if you have any questions on the contents of this report, please call me.

Sincerely,



Richard L. Peterson, Ph.D.
Senior Consultant

RLP/lcg

Enclosure

cc: P. Cunningham
E. Metz



Plus Pres of three Oregon
ADARSO
ACM
DPMA
SMIS
ASM

703-522-5055 - Jerry Dwyer
869-7440 - Sidney David H. Brandin
212-205-6300 - ~~John Casho~~ Lewis
312-825-8124 - ~~Edward Palmer~~
312-644-6610 - Mike ~~Riphey~~ Rippey
216-243-6900 - Richard Irwin

Project: ZANC - 1/2 day or less

I need the name and telephone number of the CEO or President of:

Software Co.
 a ~~Refused~~ ~~MSA~~ 401-202-2376 William M. Graves ~~Refused~~
 a ~~will call back~~ ~~Cullinet~~ 617-329-7100 John J. Cullinane ~~Refused~~
 a ~~will call back~~ ~~Applied Data Research~~ John R. Benoit II 874-9000 ~~Refused~~
 a ~~Refused~~ ~~IBM~~ 415-464-9900 213-557-9040 ~~Refused~~
 P ~~Refused~~ ~~Emerson~~ 513-662-2300 Thomas M. Nies
 P ~~Refused~~ ~~UCC~~ 214-353-7100 J. Allen Hoff
 a ~~Refused~~ ~~Charles B. Wany~~ 516-333-2700
 a ~~Refused~~ ~~Joseph A. Piscopo~~ 312-986-6000
 P ~~Refused~~ ~~Seymour I. Rubinstein~~ 415-499-1200
 P ~~Refused~~ ~~Kenneth P. Kirschman~~ 305-891-3001
 a ~~Refused~~ ~~J.M. McCormack~~ 651-1010
 a ~~Refused~~ ~~Terry Opdenyck~~ 408-946-9000
 P ~~Refused~~ ~~John Maguire~~ 703-860-5050
 a ~~Refused~~ ~~Richard P. Daly~~ 612-452-7770
 a ~~Refused~~ ~~Leo Kornfeld~~ 201-391-1600
 P ~~Refused~~ ~~Gerald D. Cohen~~ 212-936-4455
 a ~~Refused~~ ~~VisiCorp~~
 a ~~Refused~~ ~~Software AG~~
 a ~~Refused~~ ~~Comserve~~
 a ~~Refused~~ ~~In Sci~~

407

Bennett, J. for
Starch Softener

AGS
~~James H. H. H.~~
Comp. Co.
- Larry Schenberg 201-654-4321
William H. H. H. 213-615-0311

643-8680 →
440-235-
212-971-5394
will call back MeruPro 415-499-1200
Judy M. Glee
Frank Paul
Mr. Rubenstein →

will call back
Software International Wm. Watson 617-~~617-617-617~~
685-1400
→ Goodman → Ong

~~Management Decision Sys~~

will call back
~~Barry Schenberg~~
~~201-654-4327~~ →

Digital Research Garret K. Dahl 408-649-3590

Microsoft Wm Gates - 206-828-8080

BB ↓

Software Design Jeffrey Goldberg 212-686-2032

Policy Management Systems

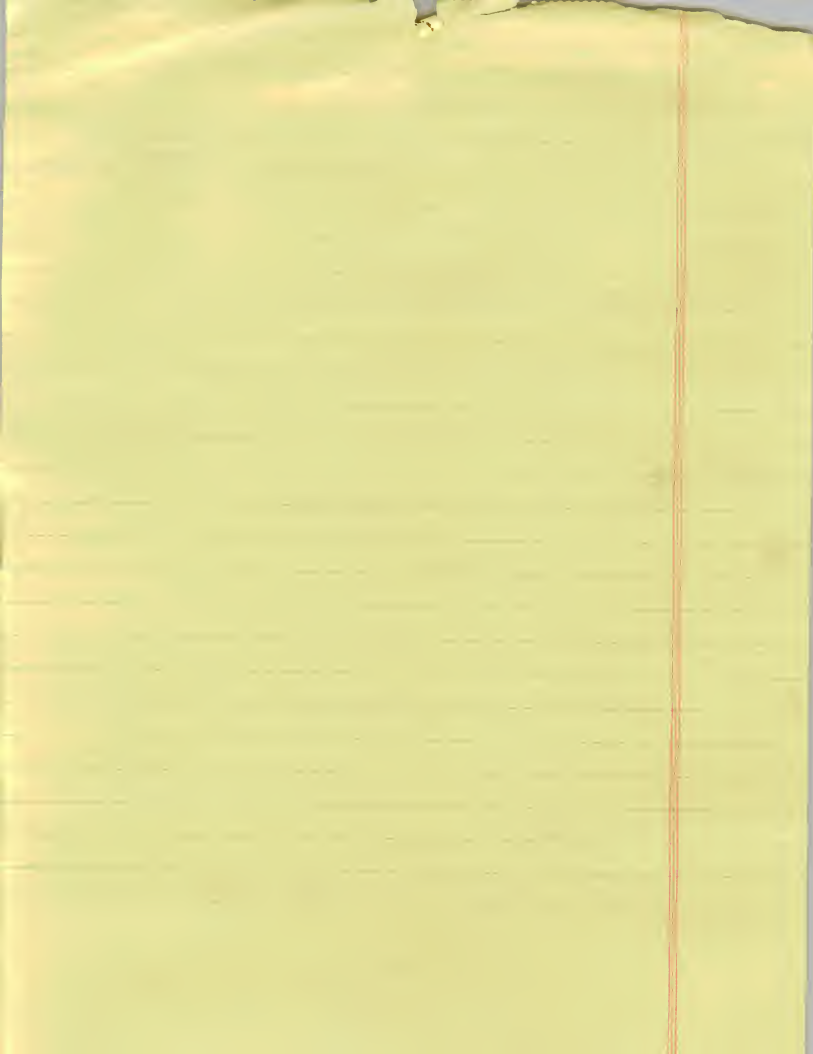
~~Synesoft~~

American Software Thomas Newberry 404-261-4381

Baker & Babbage Jack van Kinsbergen 408-735-9550

~~Starb-Software~~

Comp Corp America - Thomas Marill 617-492-8860



343-8680 →
440-2300

MicroPro 415-499-1200

Software International Wm. Watson 617-475-5040

~~Management Decision Sys~~

Larry Schenberg
AGS 201-654-4321

Digital Research Garx Kildall 408-649-3896

Microsoft Wm Gates - 206-828-8080

~~Software Design~~ - Jay Goldberg 212-686-2032

~~Policy Management Systems~~

~~Synsort~~

American Software Thum Newberry 404-261-4381

Baker & Babbe Jack van Kinsbergen 408-735-9550

~~Steris Software~~

Comp Corp of America - Thoma Marill 617-492-8860



Concours (RS) Vendors

Other Concours

A

- availability of exposure to decision makers
- use of financial concourses i.e. ADARX
- exposure to end users
- job market (candidate) access

D

- need exposure to decision makers
- " " " end users

F

- recruitment is too rigidified for this to be effective
- must be rational in scope
- staffing, security, budget

H

- must not conflict with other trade exhibits
- software exhibits also have a danger

I

- how can both HS + college pop. be addressed - deal only with one

J

- confidentiality of all co info is very important

K

- would vendors read each other for employees



x

Keys to Decision (Q4) Vendors

A

- must guarantee vendor expense

B

- enough big software vendors must join

C

- membership fee structure

- by-laws to limit extent of influence of major co.

D

- ensure expense to decision maker

E

- trade mkt must provide right expense

F

- must have initial effort

G

- do useful things work together
- reset on technology

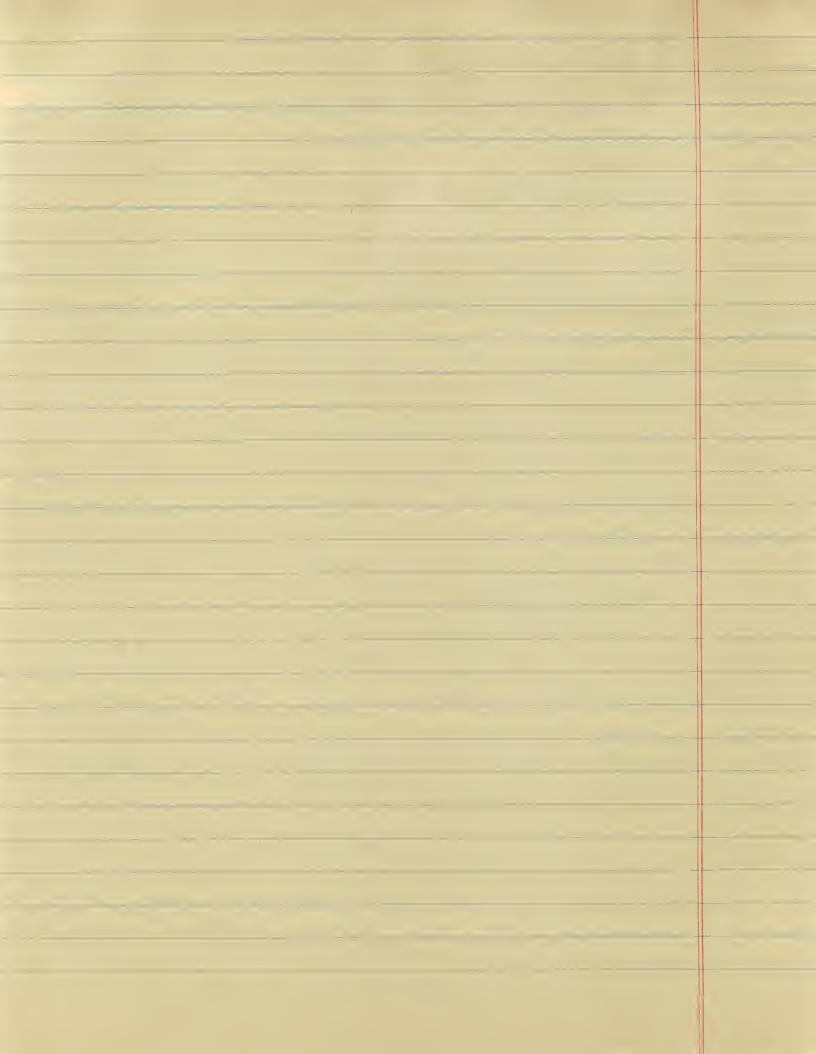
- initial trade & export issues

H

- not sure who we

K

- assurance that it would attract decision maker



X Keys to success (Q4) - Assoc

✓

- Key industry leaders / key assoc members would have to agree
- ~~initiate~~ must start with fit into goals of assoc

W

- knowing reasons for creation
- organizing and structure
- could it address different issues

X

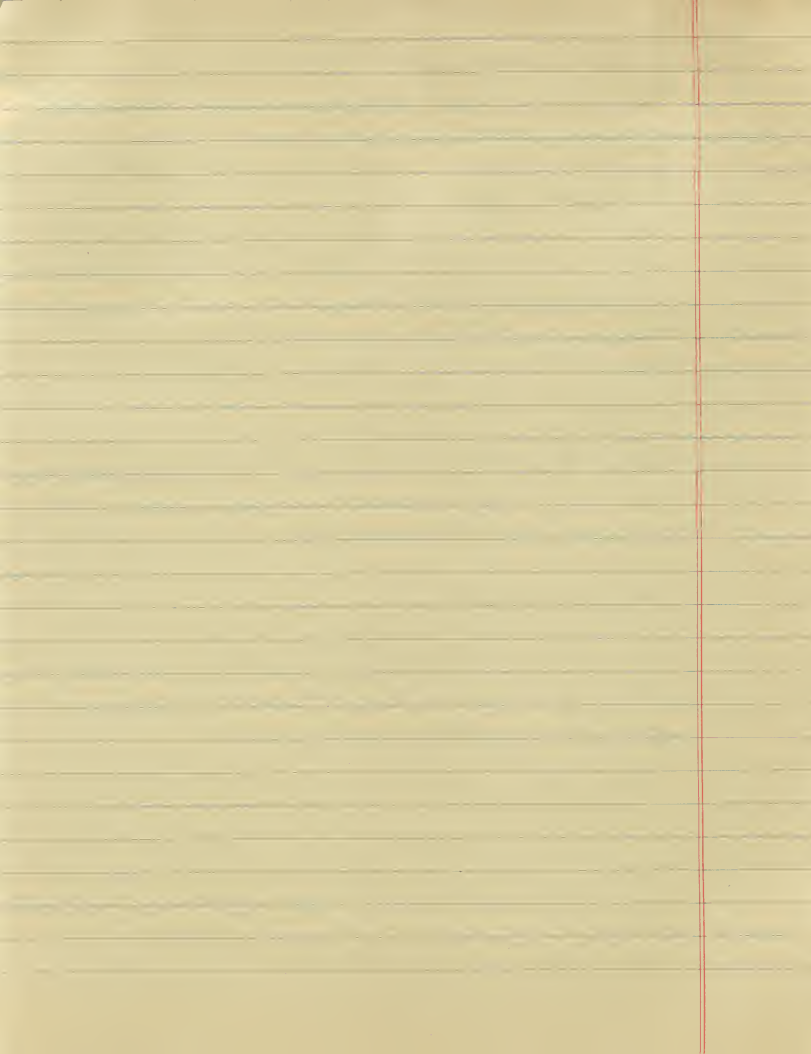
- can't impact DR advice
- would use get regulatory to distribute to membership

X

- Show regularly to assoc's purpose

Z

- must be nonprofit
- assoc must have governing rules
- define nature & purpose of initiative
- would not join if initiative was a voice promoting vendors



X General Reaction - Associations (Q-D)

V

- appealing

W

- mixed reaction - always good to have information available but not sure if a single institute can really address ^{the} issues of a diverse industry
- 57 associations in DB/Sys industry

X

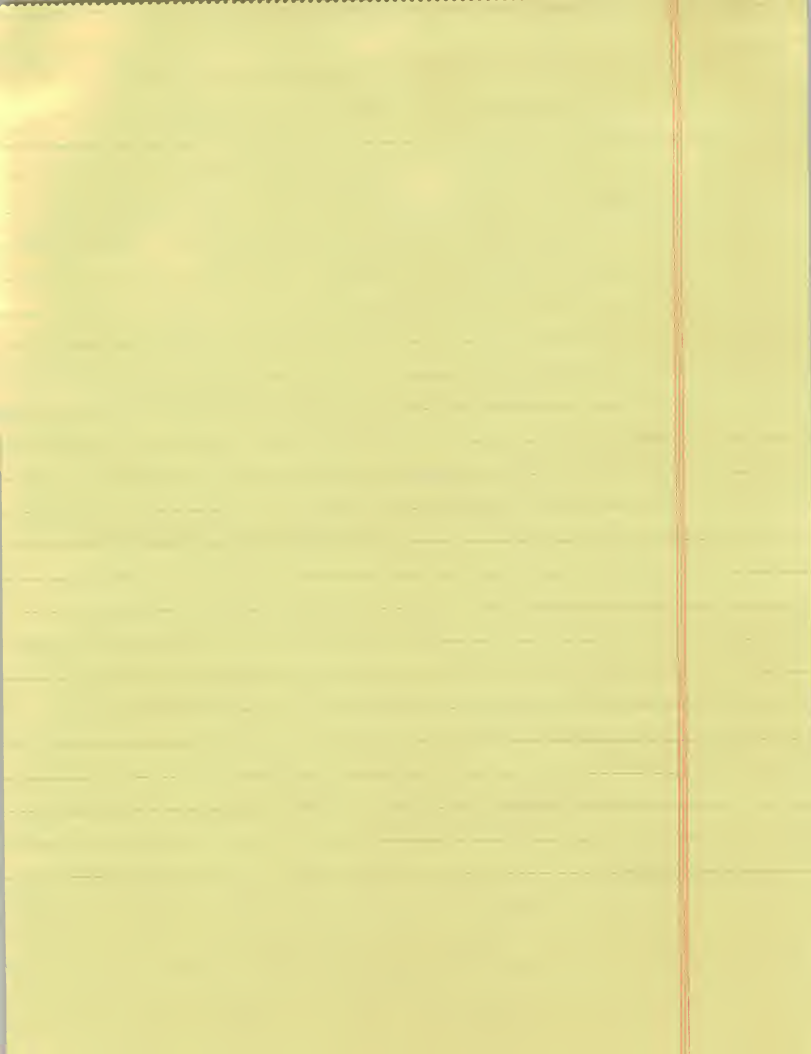
- mixed reaction
 - might be dominated by the software vendors without direct gain to the association or end users
- would be limited in impact if few vendors join (Is it really possible to get enough to join?)
- job market & education would be key areas of interest ~~to association~~ ^{to association}
- while all of the information is available in one way or another, a centralized institute might be a good idea

Y

- mixed
- tie in to universities on association's certification program might be useful
- not sure if software institute is that pertinent
- questionable benefit of tie in with vendors

Z

- mixed
- Software ind. has does need to get its act together - this could be the form to solve incomplete issues
- job market of interest if it includes senior MIB
- institute couldn't be owned & operated by vendors
- must be non-profit for society to join



Issues (Q3) - Associations

Cost

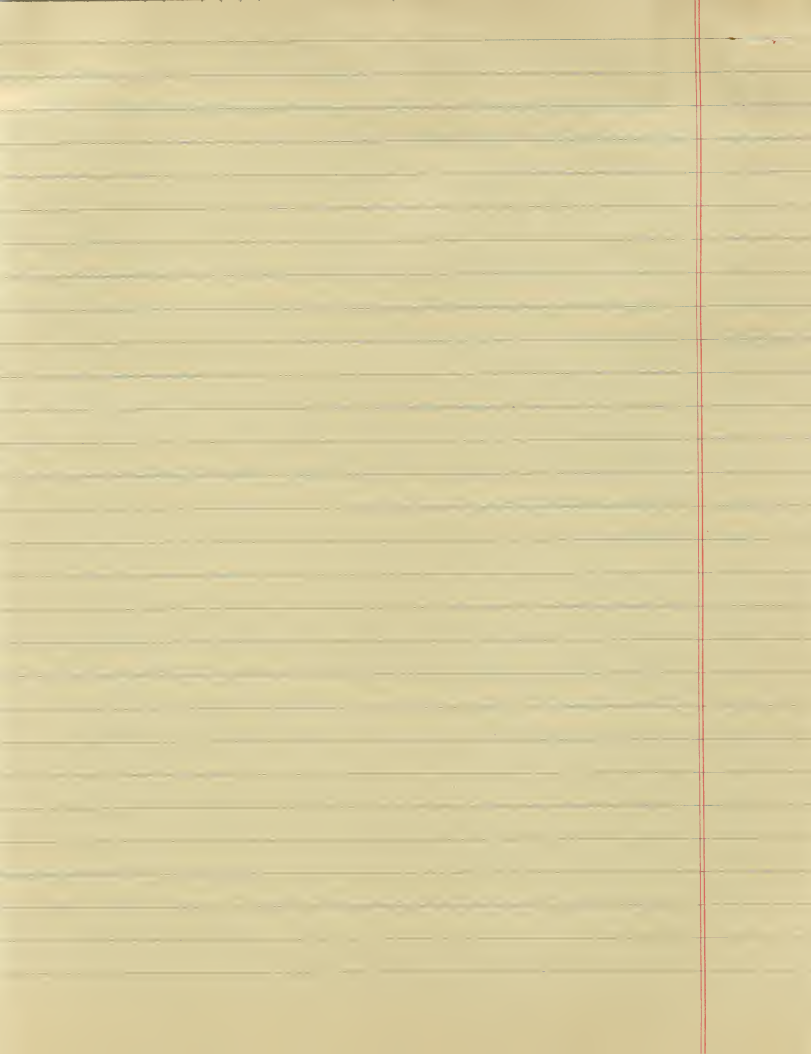
- V - very important to show value to association
- W - must serve specific needs of assoc
- X - not an issue if benefits are shown
- X - yes
- Z - \$1-5K, at most

Location

- V - not a problem
- W - keep out of larger midwest cities ^{because of expense}, go to "second tier" cities - Indianapolis, St. Louis, Louisville
- X - make sure only (DC, NY, CA, Chicago)
- X - some concern
- Z - not a big concern

Other participants

- V - would have problems justifying org's tie with non-V members in it - May be a problem with other assoc joining
- W - not a problem with NARPSO then
- X - not a problem
- X - no
- Z - no
- It's a IRS code 6 while others on code 3



Q3- Assou cont

Amendment of Commitment

- ✓ - not a problem if assets sold on net
- ✓ - can't duplicate effort of assoc. or \$+ graph are wasted
- x - couldn't comment stuff, too busy
- x - " " " " too restricted
- z - depends on benefits to assoc.

Ant x 200x

- V - Must have a leading role for key factor in considering
- W - would need "reasonable" amount of input
- X - would not want it dominated by vendors
- X - would want - especially in the formative stages
- Z - must have equal voice with vendors

~~Qv. 10~~

- V ✓ - some overlap on exposure to students
- W - duplicates 204010
 - assoc does have phib, not to get involved in recruiting
- X - not directly but educ + info overlap with sister orgs + ins
- X - no
- Z - yes, some
 - assoc does own publications

Dk.

- W - unlikely that central research issues could be addressed by diverse audience.



Concise (Q3) Vendor

Assoc. X overly

A

- not really

B

- Yes / ADAPSO is being criticized for not addressing software vendor. Institute might pressure ADAPSO
- institute would end up being very political

C

- job mustn't overlap
- compete with vendor of publication (JNEP) would need to have unique studies at lower cost

D

- no

E

- overlap with ADAPSO

F

- no thoughts

G

- too similar to C, B.
- most assoc. do not work too hard to get things done

H

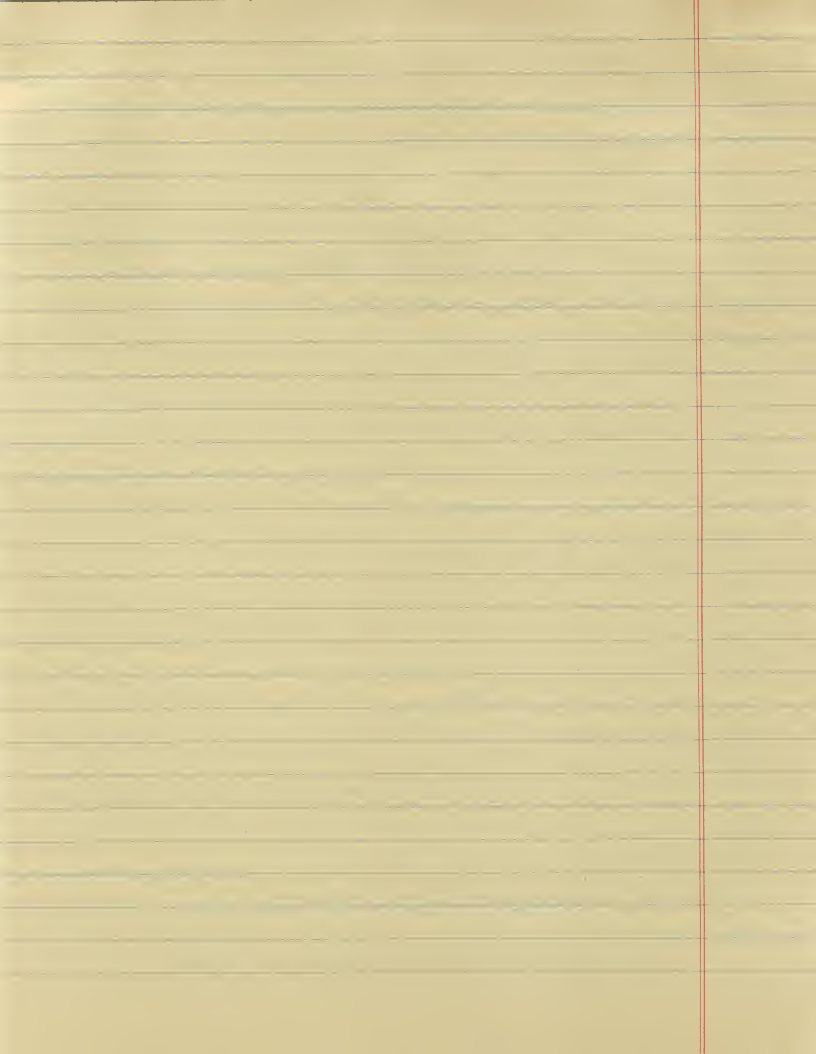
- should not conflict with ADAPSO or at least not

I

- must be unique
- "there's room for plenty of assoc."

K

- not a problem with the right people



Concero (LRS) - Vendor

Co. Influencing on Policies

A

- not a concern

B

- would need to be a review of major software vendors

C

- big issue: would not want big software vendors to have vendor control

D

- important to have a role

F

- would want to be involved

J

- would want to have a voice in right

K

- would want to be an advisory board



Conced (Q2) - Vendor

Co. Controller

A

- Staff time is always an issue

B

- big issue - depends on \$\$\$ involved

C

- Co could only provide part-time staff

D

- Yes

FH

- would consider ^{it} options but has concern for
amount of co. time (Co does many exhibit now)

I

- no idea



Cancer (Q3) Vendors

Part 1 by Competitor

A

- Not a problem

B

- no more than ADP 950

C

- not really

D

- no problem

E

- not a problem

F

- not a problem

G

- no problem

H

- Yes 'Who are partic. ID? What do they bring

I

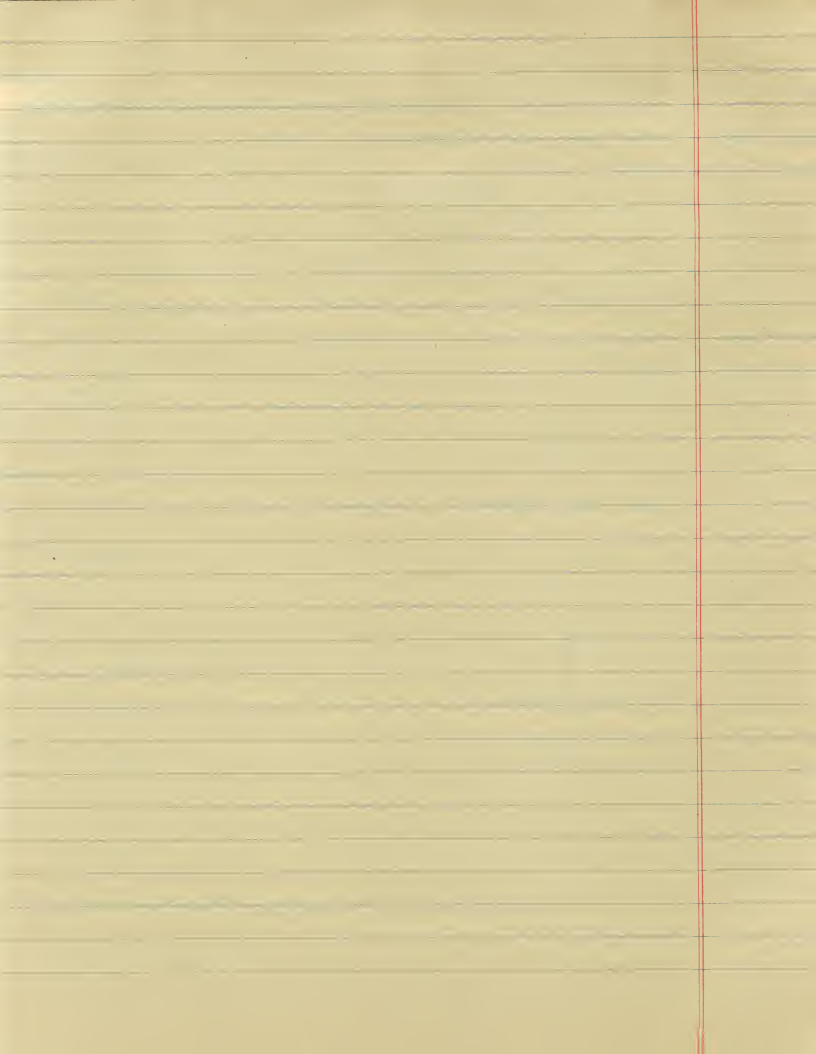
- not a problem

J

- not a problem

K

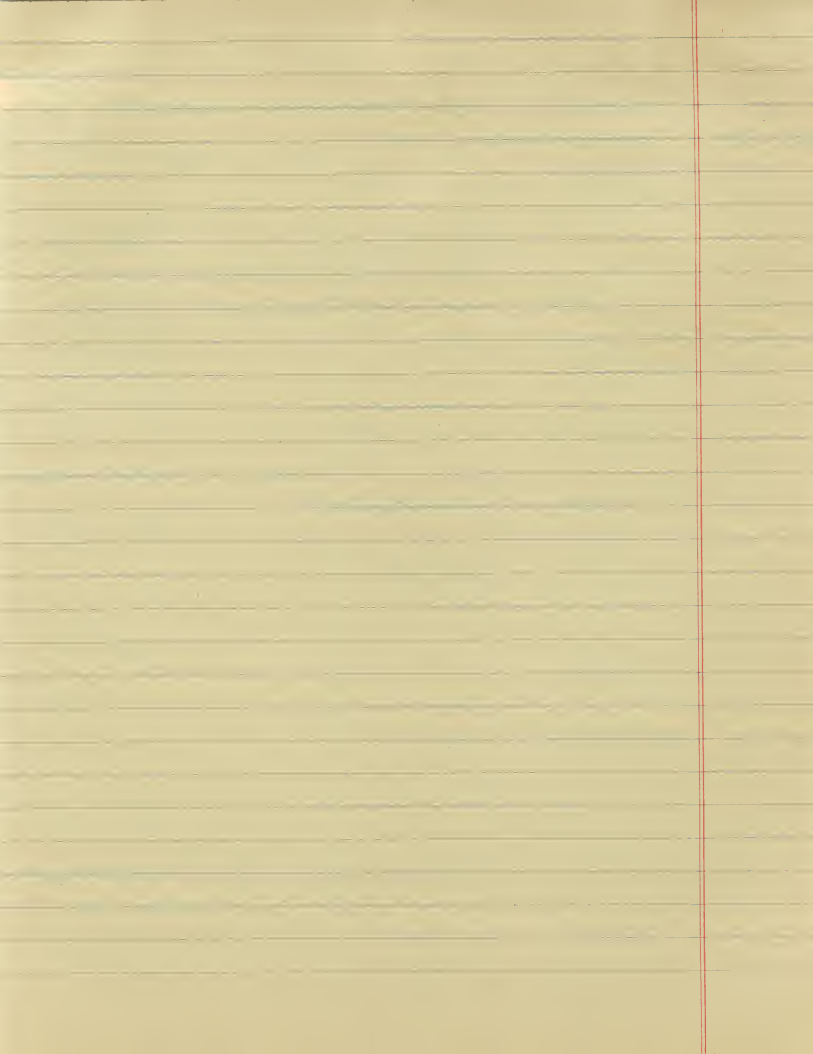
- not a problem



Concern (Q3) Vendor

Location

- A
 - relation rather than location is ideal
- B
 - depends on purpose: DC to represent industry to govt
East/West to represent industry
Regional office to address local issues
- C
 - not a problem
- D
 - must be in a major metro area
- E
 - ^{only} ~~close~~ to ^(when that has a contract) ~~co~~ would be considered
 - tech area only for a good job match
- F
 - ^{if Midwest} must be in Chicago ^{that has a natural flavor}
- G
 - Chicago
- H
 - ^{would need to move head} ~~would need to move head~~
- I
 - needs to be close to co to recruit ~~would not~~
~~per to relocate~~
 - work-study and co-op programs need visit too to be close
job must work only because ~~it~~ ^{it} moves around
- J
 - move around since it's hard to keep everything going
- K
 - near users



Concerns (Q3) - Vendors

COST

A

- would need to see benefit of direct exposure

B

- Yes - operate within current organization to cut costs
- in direct job carries does not serve ~~company~~ ^{company}, only ~~mail~~ ^{mail} ones

C

- \$10K max

D

- depends on ability to show benefit to company

E

- would not lay out anything until Impact proof successful

F

- no idea

G

- would not consider going

H

- not a problem if return is there

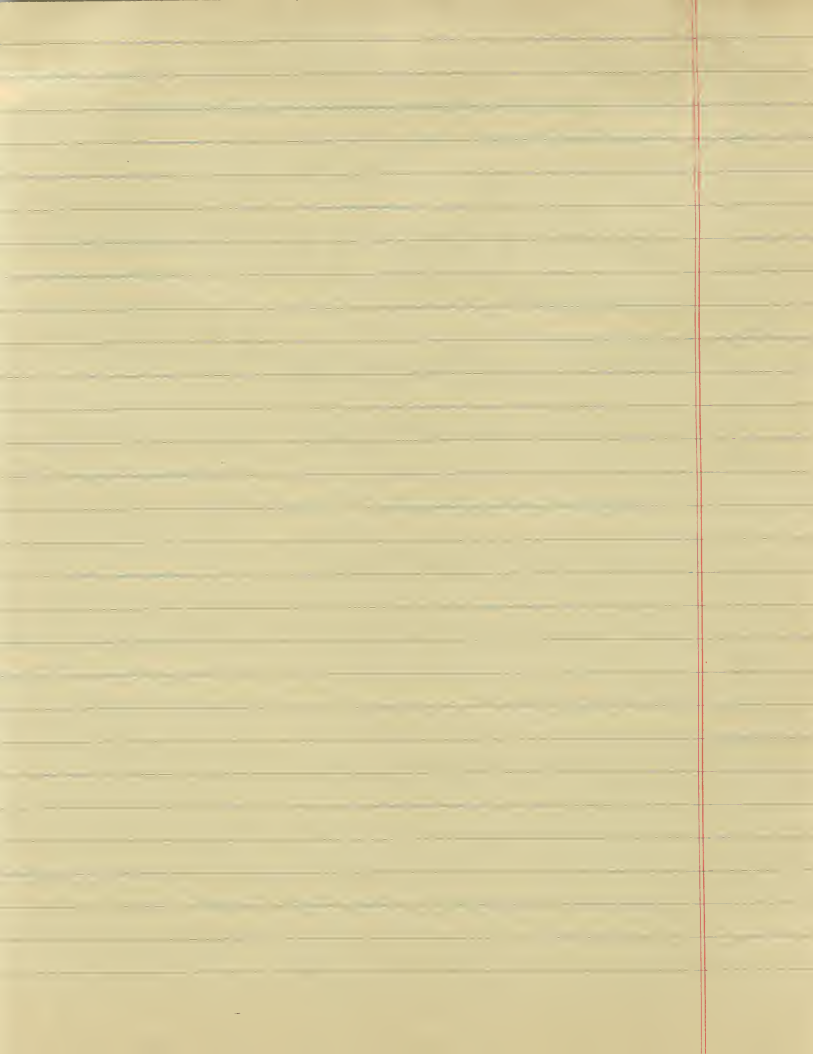
I

- would not pay

J

- would consider all options

K



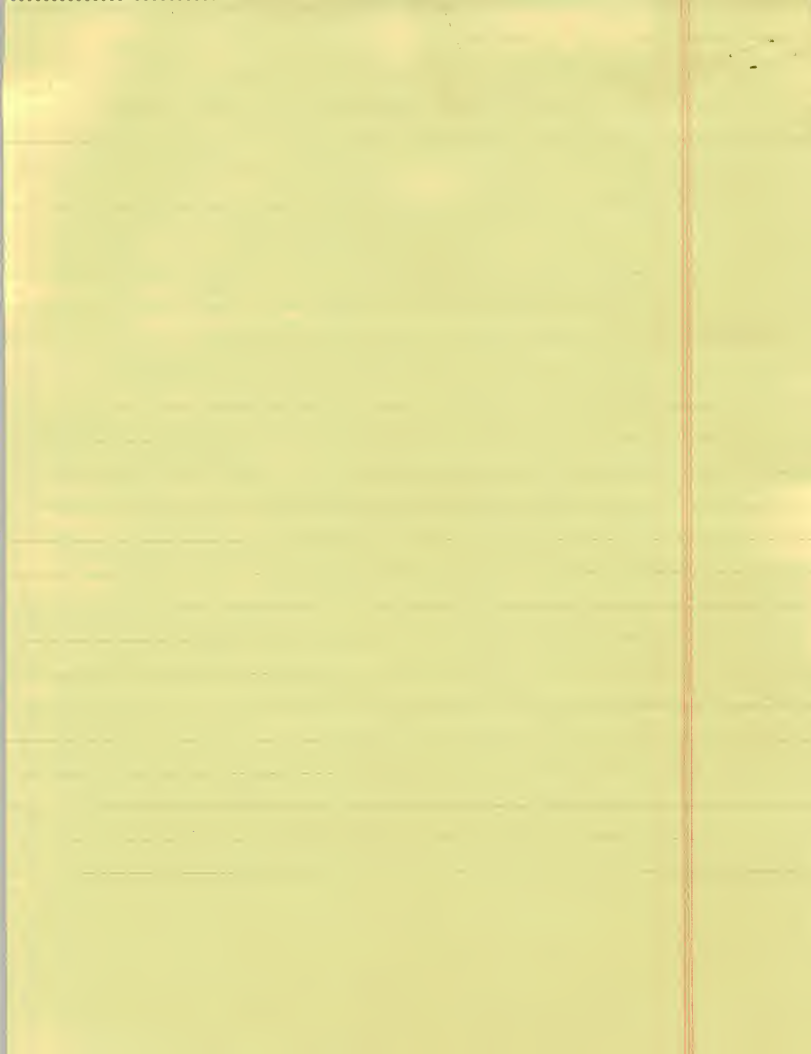
Assignments

Overall Rating (Q2)

V	2
W	5
X	6.5
Y	3
Z	<u>3</u>
	2.9

Vendors

A	7
B	2.5
C	6
D	4
E	2
F	7.5
G	2
H	6
I	2
J	7
K	3
L	8



SOFTWARE VENDORS INTERVIEWED

Rate Jim

11	Softwan AG	A	27	7
2	Computer Associates	M S	46	2.5
6	Im Sci	C	22	6
12	Softwan Design	D	18	4
13	UCC	M E	49	2
4	Informatics	L S	69	2.5
9	Panaphic	M G	41	2
8	McCormack & Dodge	M H	39	6
1	AGS	L T	50	2
7	Kirchman	M J	39	7
5	Information Builders	X	19	
10	Policy Management Systems	X	18	
3	Cullinet	L K	70	3



CO.

A
B
C
D
E
F
G
H
I
J
K

SIZE
RANGE

EMPLOYEES

3

50M⁺

3, 2, 7.5, 8 500⁺

Ave
~~4.2~~ 5.1

5

25-50M⁺

2.5, 2, 2, 6, 7

3.9

3

15-25M⁺

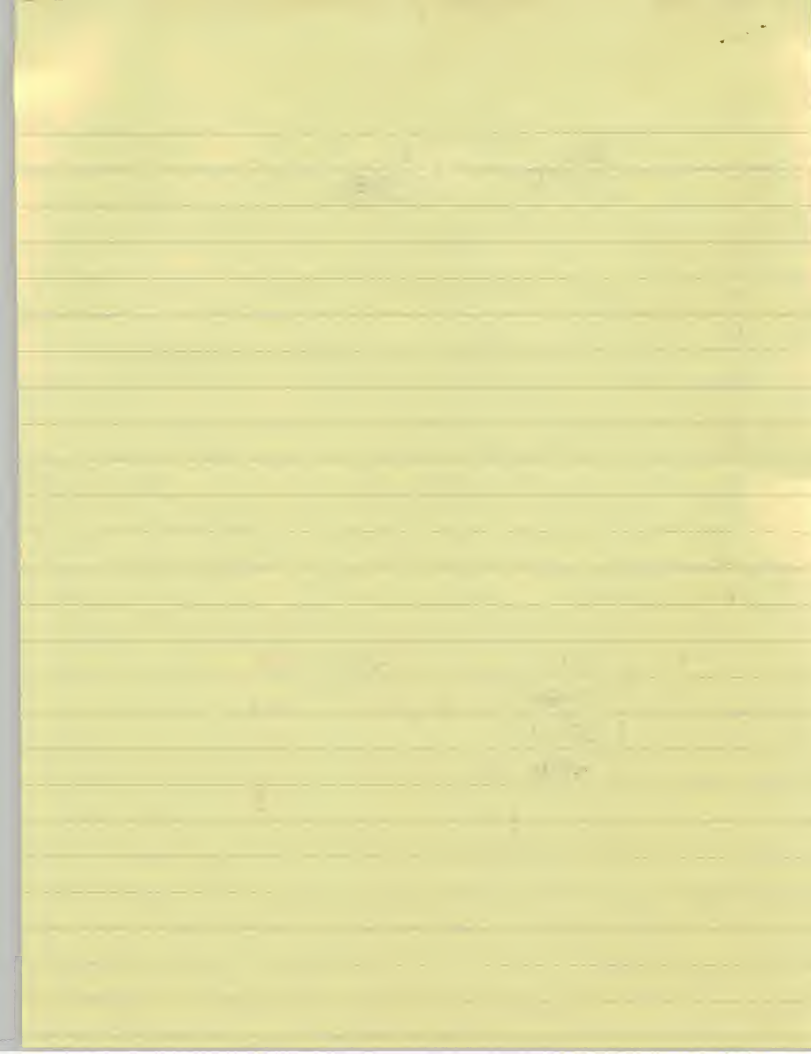
6, 4, 7

5.7

<10M

4.5

4.5



would you part. out (Q5) - vendors

A - yes

B - would consider

C - yes, very probably

D - would consider

E - no

F - yes

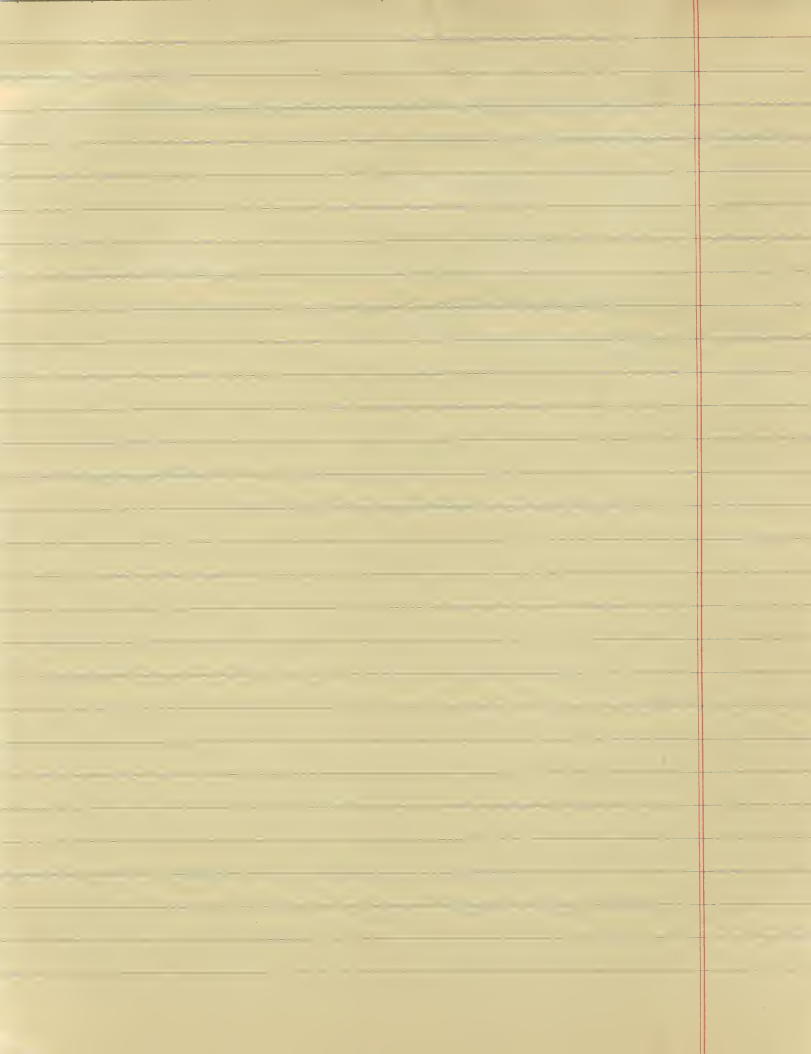
G - no

H - yes

I - no

J - yes

K - NO



Would ya port (Q3) Assoc

- V - would consider
- W - "
- X - yes
- X - Very possibly
- Z - Would consider

PHONE CALL			
FOR	Rich		DATE 11/9 TIME 1:25 P.M.
M	Alan Meguscha		<input checked="" type="checkbox"/> TELEPHONED <input type="checkbox"/> RETURNED YOUR CALL <input checked="" type="checkbox"/> PLEASE CALL <input type="checkbox"/> WILL CALL AGAIN <input type="checkbox"/> CAME TO SEE
OF	ANACOMP		
PHONE	AREA CODE	NUMBER	EXTENSION
		317-844-9666	
MESSAGE	Jo McKee		
LW SIGNED			

Cullinet - will call back
ADR - will call back
CINCOM - will call back
PVCC - will call back
~~Kirschman~~
P MicroPro

Larry Wilkins
ICP



CONFIDENTIAL

INPUT QUESTIONNAIRE

STUDY TITLE:

TYPE OF INTERVIEW:

☒ VENDOR
☐ USER☐ TELEPHONE
☐ ON-SITE
☐ MAIL

CATALOG. NO.

SIC. CODE

SIZE CODE

AREA CODE

STUDY CODE

DATES

2	A	N	C	1	0	1			

11 07 83
- M M D D Y Y

INTERVIEWER:

COMPANY:

Software AG

CO. TYPE:

ADDRESS:

SALES:

NO. EMPL:

INDUSTRY ☐☐ DISCRETE MANUFACTURING☐ UTILITIES☐ INSURANCE☐ PROCESS MANUFACTURING☐ RETAIL☐ GOVERNMENT - FEDERAL☐ TRANSPORTATION☐ BANKING☐ GOVERNMENT - STATE & LOCAL☐ MEDICAL☐ WHOLESALE☐ EDUCATION☐ SERVICES☐ OTHER

INTERVIEWS

NAME

TITLE

TELEPHONE NO.

John Maguire

703-860-5050

SUMMARY

REFERENCES



1. What is your overall reaction to this idea?

Favorable. As SW vendor has been blitzed by ads for new Boston "computer mkt." center. Was not quite ready to join. Nature of DP drastically changing with PC-CPU hookup. Will open DP to tens of thousands. Vendors have to sell differently, educate "masses"/end users

2. On a scale of 1 to 10, with 10 being the highest, how would you rate your level of interest in this institute?

7

3. What specific concerns do you have regarding the institute? (Solicit their concerns first and then use the following as prompts as necessary.)

cost? a little but nothing big if institute can be of direct exposure benefit

location? rotate rather than have central location is ideal

participation by competitors? no

amount/kind of company commitment necessary? a little - staff time is

amount of control company will have on policies, procedures, etc. always an issue

overlap with activities of other associations

no
not really

Big concern = Interface & exposure to (a) decision makers
(b) financial conferences like ADAPSO
(c) exposure to end users now buying SW
(d) job market access



4. Regarding each of these issues, what decisions would most facilitate your participation?

yes - big concern is to guarantee for vendor exposure to right people. ADAPSO went to conf. of SW was lousy turnout. Did not justify executive time & travel \$ to go to it

5. If all of these concerns were met to your satisfaction, would you participate?

yes

Job market is really good for. Company has recently started cop plans w/ area schools. Would be nice to have a national clearing house for access to excellent potential employees

CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO. 210NC102
 SIC. CODE

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 SIZE CODE

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 AREA CODE

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 STUDY CODE

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 DATES 110882
 -MMDDYY

STUDY TITLE:

TYPE OF INTERVIEW:

☒ VENDOR
☐ USER

☒ TELEPHONE
☐ ON-SITE
☐ MAIL
INTERVIEWER: BBCOMPANY: Computer Associates

CO. TYPE: _____

ADDRESS: _____

SALES: _____

NO. EMPL: _____

INDUSTRY ☐☐ DISCRETE MANUFACTURING☐ UTILITIES☐ INSURANCE☐ PROCESS MANUFACTURING☐ RETAIL☐ GOVERNMENT - FEDERAL☐ TRANSPORTATION☐ BANKING☐ GOVERNMENT - STATE & LOCAL☐ MEDICAL☐ WHOLESALE☐ EDUCATION☐ SERVICES☐ OTHER

INTERVIEWS

NAMETITLETELEPHONE NO.Dave Tery516-333-6700

SUMMARY _____

REFERENCES _____



With that general description in mind, would you please answer the following questions?

1. What is your overall reaction to this idea?

unfavorable
① cuts across much of ADAPSO.
② definition means time consuming commitment
③ definition means secretariat & large \$
④ job may not be useful - large SW companies already have own local recruitment activity

2. On a scale of 1 to 10, with 10 being the highest, how would you rate your level of interest in this institute?

2 1/2 - but would be willing to look at attitudes of assoc

3. What specific concerns do you have regarding the institute? (Solicit their concerns first and then use the following as prompts as necessary.)

cost? yes - as ADAPSO member would want "institute" to operate with existing groups to which company belongs. ADAPSO is expensive but membership serves useful purpose
location?
participation by competitors? no more than exists in ADAPSO
amount/kind of company commitment necessary? big name / talent \$
amount of control company will have on policies, procedures, etc.
overlap with activities of other associations
yes would have to be a voice of major SW cos

Sept 1984 on the final purpose of association
① if meant to represent industry to govt then DC
② if meant to represent industry then East Coast
③ if meant to address local issues then regional offices

ADAPSO is experiencing ground swell among members & non members that it is not addressing issues of SW industry. Institute might be leverage SW vendors could use to pressure ADAPSO to better itself in this area. Institute could end up being a very political operation



4. Regarding each of these issues, what decisions would most facilitate your participation?

- ① Key would be to convince senior SW companies & executives of usefulness. If enough would join it would be useful. Searched for preliminary articles for it (with input from companies into them)
- ② Recruitment = does not serve this company. Has its own program w/ local colleges. Does not take an industry job canvas - makes it like a football draft that would only benefit smaller companies w/o money to do own recruitment

5. If all of these concerns were met to your satisfaction, would you participate?

would at least consider it
and review the charter
to see if any direct
benefit would be
forthcoming At this point,
however, two issues (contact
w/ universities, "job-mat" are
of little use to company)

He does see a growing pressure to create
a separate SW association to meet demands
of non-ADAPSO vendors as well as many member
SW companies

INPUT QUESTIONNAIRE

TYPE OF INTERVIEW:

☒ VENDOR
☐ USER

☒ TELEPHONE
☐ ON-SITE
☐ MAIL

CATALOG. NO.
SIC. CODE
SIZE CODE
AREA CODE
STUDY CODE
DATES

ZANCI 3
C
-MMDDYY

INTERVIEWER: BB

COMPANY: InsSci

CO. TYPE:

ADDRESS:

SALES:

NO. EMPL:

INDUSTRY ☐☐ DISCRETE MANUFACTURING☐ UTILITIES☐ INSURANCE☐ PROCESS MANUFACTURING☐ RETAIL☐ GOVERNMENT - FEDERAL☐ TRANSPORTATION☐ BANKING☐ GOVERNMENT - STATE & LOCAL☐ MEDICAL☐ WHOLESALE☐ EDUCATION

☐ SERVICES

☐ OTHER

INTERVIEWS

NAME

TITLE

TELEPHONE NO.

Carol Koschek

Mktg Serv. Mgr

SUMMARY

REFERENCES



Vendor ZANC
103

Good morning/afternoon. This is

calling from INPUT, an international research and consulting firm.

We are conducting an important study on the feasibility of a national software institute. As one of the leading companies/associations affiliated with that industry, your company has been selected to participate in this study.

I would like to tell you about the proposed institute and solicit your reactions to it. The entire interview should last no more than 10 minutes.

Is this a good time for you to discuss this with me? (If NO) We will be interviewing today and tomorrow. Will you have any time for us later?

(If they are not available, get the next highest person in charge.)

Dr Sci
Leo Rosinfeld
↓

Carol Roschak x229
Mktg Svcs Mgr



INSTITUTE INFORMATION

The purpose of the institute is to provide a vehicle for your company to join with leading universities and professional associations in recruiting and counseling prospective employees. The institute will be a "job mart" where employment candidates will be exposed to the opportunities and benefits of your company and, in turn, where you will have concentrated access to a large pool of qualified individuals.

The institute will also be a "trade mart" at which your company will be able to display your products and services to a wide potential user base, either by walk through displays or telecommunication to other businesses.

Activities of the institute will include:

Job fairs for recruitment of new employees

Company displays designed to build your company image

Forums for influencing computer science curriculums

co-op programs for pre-employment experience

Publications promoting the industry and your involvement in it

Research studies on industry issues



With that general description in mind, would you please answer the following questions?

1. What is your overall reaction to this idea?

positive = job maint, education team
negative = Boston computer showcase & Texas showcase
& plans for in NYC city might be enough
avenues for company displays

2. On a scale of 1 to 10, with 10 being the highest, how would you rate your level of interest in this institute?

6

3. What specific concerns do you have regarding the institute? (Solicit their concerns first and then use the following as prompts as necessary.)

cost? 10K at very most

location? not a big problem

participation by competitors? not really

amount/kind of company commitment necessary? yes / company could only

amount of control company will have on policies, procedures, etc.
provide part time staff member

yes - big leave
overlap with activities of other associations

job maint = no
reports = partially Companies like INPUT, FOCUS
etc do well as industry journals
all have reports. Institute would
have to ① have unique studies
② lower cost

Biggest concern = it has to be constituted so that
major SW vendors do not exercise over due
control.



4. Regarding each of these issues, what decisions would most facilitate your participation?

1) membership fee = either an across the board
or % of revenue

2) by-laws to limit extent major companies could
form it into their own organization. Idea
would have by law requiring Executive
Committee to be composed of X # companies
under \$50mm, X # under \$20 etc

5. If all of these concerns were met to your satisfaction, would you participate?

yes very probably



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INPUT QUESTIONNAIRE

CATALOG. NO. ZANCO04
 SIC. CODE
 SIZE CODE
 AREA CODE
 STUDY CODE
 DATES

Z	A	N	C	O	0	4

STUDY TITLE:

TYPE OF INTERVIEW:

☒ VENDOR
☐ USER

☒ TELEPHONE
☐ ON-SITE
☐ MAIL

DATES

MM DD YY

INTERVIEWER: BBCOMPANY: Software Design

CO. TYPE: _____

ADDRESS: _____

SALES: _____

NO. EMPL: _____

INDUSTRY ☐☐ DISCRETE MANUFACTURING☐ UTILITIES☐ INSURANCE☐ PROCESS MANUFACTURING☐ RETAIL☐ GOVERNMENT - FEDERAL☐ TRANSPORTATION☐ BANKING☐ GOVERNMENT - STATE & LOCAL☐ MEDICAL☐ WHOLESALE☐ EDUCATION☐ SERVICES☐ OTHER

INTERVIEWS

NAME

TITLE

TELEPHONE NO.

Ron EpisopaVP Learning Services212-741-5200

SUMMARY _____

REFERENCES _____

Vendor ZANC
#104

Good morning/afternoon. This is

calling from INPUT, an international research and consulting firm.

We are conducting an important study on the feasibility of a national software institute. As one of the leading companies/associations affiliated with that industry, your company has been selected to participate in this study.

I would like to tell you about the proposed institute and solicit your reactions to it. The entire interview should last no more than 10 minutes.

Is this a good time for you to discuss this with me? (If NO) We will be interviewing today and tomorrow. Will you have any time for us later?

(If they are not available, get the next highest person in charge.)

Software Design
Ron Episop
UP hearing Soc
212-741-5200



INSTITUTE INFORMATION

The purpose of the institute is to provide a vehicle for your company to join with leading universities and professional associations in recruiting and counseling prospective employees. The institute will be a "job mart" where employment candidates will be exposed to the opportunities and benefits of your company and, in turn, where you will have concentrated access to a large pool of qualified individuals.

The institute will also be a "trade mart" at which your company will be able to display your products and services to a wide potential user base, either by walk through displays or telecommunication to other businesses.

Activities of the institute will include:

Job fairs for recruitment of new employees

Company displays designed to build your company image

Forums for influencing computer science curriculums

co-op programs for pre-employment experience

Publications promoting the industry and your involvement in it

Research studies on industry issues

The first part of the paper discusses the importance of the study and the objectives of the research. It highlights the need for a comprehensive understanding of the subject matter and the role of the researcher in this process. The second part of the paper presents the methodology used in the study, including the selection of participants, the data collection methods, and the analysis techniques. The third part of the paper discusses the results of the study and the conclusions drawn from the data. The final part of the paper provides a summary of the findings and discusses the implications for future research.

The study was conducted in a laboratory setting and involved a group of participants who were selected based on specific criteria. The data was collected using a series of questionnaires and interviews, and the results were analyzed using statistical methods. The findings of the study indicate that there is a significant relationship between the variables being studied, and this relationship is supported by the data collected.

The conclusions drawn from the study suggest that the results are consistent with the hypotheses of the research. The implications for future research are discussed, and it is suggested that further studies be conducted to explore the relationship between the variables in more detail. The study also highlights the importance of the methodology used and the need for a rigorous approach to research.

In conclusion, the study has provided a comprehensive understanding of the subject matter and has identified the need for further research. The findings of the study are consistent with the hypotheses of the research, and the implications for future research are discussed. The study also highlights the importance of the methodology used and the need for a rigorous approach to research.

With that general description in mind, would you please answer the following questions?

1. What is your overall reaction to this idea?

Mixed w/out more specific details
job most of no interest to company - as consultant to
+ SW design they need very experienced
candidates. Entry level is of little use to

2. On a scale of 1 to 10, with 10 being the highest, how would you rate
your level of interest in this institute?

No consultant ^{them} they do not have specific product / display
not a definite
except for PC
dev team

4

3. What specific concerns do you have regarding the institute? (Solicit
their concerns first and then use the following as prompts as necessary.)

cost? depends on ability of ^{institute to demonstrate benefit to} ~~institute to~~ company
location? no as long as in some major metro area
participation by competitors? no
amount/kind of company commitment necessary? somewhat
amount of control company will have on policies, procedures, etc.
overlap with activities of other associations
^{important}
no

Big concern - SW prog/consultant to fortune 500
companies. They need exposure
to mgmt/decision makers. Institute
could draw this audience of level
users a display would be useful
if display is to low-level users of
no use to company



4. Regarding each of these issues, what decisions would most facilitate your participation?

Ensure that info about company
is provided to top mgmt / decision
makers who could use
SW consultants

5. If all of these concerns were met to your satisfaction, would you participate?

would consider



CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO.

SIC. CODE

SIZE CODE

AREA CODE

STUDY CODE

DATES

Z	A	N	C	I	D	S
1	1	4	8	8	3	

STUDY TITLE:

TYPE OF INTERVIEW:

☒ VENDOR
☐ USER

☒ TELEPHONE
☐ ON-SITE
☐ MAIL

- M M D D Y Y

INTERVIEWER: RLPCOMPANY: UCC

CO. TYPE: _____

ADDRESS: _____

SALES: _____

NO. EMPL: _____

INDUSTRY ☐☐ DISCRETE MANUFACTURING☐ UTILITIES☐ INSURANCE☐ PROCESS MANUFACTURING☐ RETAIL☐ GOVERNMENT - FEDERAL☐ TRANSPORTATION☐ BANKING☐ GOVERNMENT - STATE & LOCAL☐ MEDICAL☐ WHOLESALE☐ EDUCATION☐ SERVICES☐ OTHER

INTERVIEWS

NAMETITLETELEPHONE NO.J. Allen Huggt

SUMMARY _____

REFERENCES _____



With that general description in mind, would you please answer the following questions?

E

Allen Hall
VCC

1. What is your overall reaction to this idea?

"Chief Exec'd. outfit would be the most - that is most important
committed to Inj. Met. - let's get (Dillon)
Less interest in job met. - will not ex. h. t

2. On a scale of 1 to 10, with 10 being the highest, how would you rate your level of interest in this institute?

2

3. What specific concerns do you have regarding the institute? (Solicit their concerns first and then use the following as prompts as necessary.)

cost? would not lay out anything until Inj. Met. proved successful

location? - close to company offices - in a hi tech area

participation by competitors? - not a problem

amount/kind of company commitment necessary?

amount of control company will have on policies, procedures, etc.

overlap with activities of other associations. ADARSO - yes

Would suggest research + job info in allocation where VCC has interest

Job met. must be in hi tech area - Baylen, Se - Jose

~~that~~

"Hall of fame" is not necessary x —



4. Regarding each of these issues, what decisions would most facilitate your participation?

Must be ~~in~~ to be met first
Other things are nice, but not necessary

5. If all of these concerns were met to your satisfaction, would you participate?

No

Check with
Bruce Coleman

Dr. Walter Bowser - Information
regarding Gibbs Inst



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INPUT QUESTIONNAIRE

CATALOG. NO.	Z	A	R	C	I	A	G
SIC. CODE							
SIZE CODE							
AREA CODE							
STUDY CODE							
DATES							

STUDY TITLE:

TYPE OF INTERVIEW:

☒ VENDOR
☐ USER

☒ TELEPHONE
☐ ON-SITE
☐ MAIL
INTERVIEWER: RLPCOMPANY: Ingomatics

CO. TYPE: _____

ADDRESS: _____

SALES: _____

NO. EMPL: _____

INDUSTRY ☐☐ DISCRETE MANUFACTURING☐ UTILITIES☐ INSURANCE☐ PROCESS MANUFACTURING☐ RETAIL☐ GOVERNMENT - FEDERAL☐ TRANSPORTATION☐ BANKING☐ GOVERNMENT - STATE & LOCAL☐ MEDICAL☐ WHOLESALE☐ EDUCATION☐ SERVICES☐ OTHER

INTERVIEWS

NAMETITLETELEPHONE NO.Jerry KalmanVP, Corp. Comm.

SUMMARY _____

REFERENCES _____



With that general description in mind, would you please answer the following questions?

Informatics 213-887-9440
Jerry Kalman, VP Corp Comm

F

1. What is your overall reaction to this idea?

Need is there

Charles Bobbitt institute, Btk. mission of SCI, "Hill of Fame"

"would help to validate the industry"
"Bos Com"

2. On a scale of 1 to 10, with 10 being the highest, how would you rate your level of interest in this institute?

7-8

3. What specific concerns do you have regarding the institute? (Solicit their concerns first and then use the following as prompts as necessary.)

cost? no thought

location? → Must be Chicago with national flavor

participation by competitors? - not a problem

amount/kind of company commitment necessary?

amount of control company will have on policies, procedures, etc. - would want to be involved

overlap with activities of other associations - no thought

Not for recruitment - that's too regressive

OK for trade exhibits

Permanent exhibits - plus temporary ones

Must be national

Staggering -

Security - } issues to be addressed

Budget -



4. Regarding each of these issues, what decisions would most facilitate your participation?

National outlook

Job fair, not trade fair

5. If all of these concerns were met to your satisfaction, would you participate?

Yes



CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG, NO.

SIC. CODE

SIZE CODE

AREA CODE

STUDY CODE

DATES

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-MMDDYY

STUDY TITLE:

TYPE OF INTERVIEW:

☒ VENDOR☐ USER☒ TELEPHONE☐ ON-SITE☐ MAIL

INTERVIEWER: RLR

COMPANY: Panaphia

CO. TYPE:

ADDRESS:

SALES:

NO. EML:

INDUSTRY ☐☐ DISCRETE MANUFACTURING☐ PROCESS MANUFACTURING☐ TRANSPORTATION☐ MEDICAL☐ SERVICES☐ UTILITIES☐ RETAIL☐ BANKING☐ WHOLESALE☐ OTHER☐ INSURANCE☐ GOVERNMENT - FEDERAL☐ GOVERNMENT - STATE & LOCAL☐ EDUCATION

INTERVIEWS

NAMETITLETELEPHONE NO.

Joseph Piscopo

SUMMARY

REFERENCES



With that general description in mind, would you please answer the following questions?

Pansophic - 312-9869000
Joseph A. Riscopo

1. What is your overall reaction to this idea?

Charles Babbage institute is too similar

In general, doesn't like association as they don't work

2. On a scale of 1 to 10, with 10 being the highest, how would you rate your level of interest in this institute?

2

3. What specific concerns do you have regarding the institute? (Solicit their concerns first and then use the following as prompts as necessary.)

cost? - would not consider

location? - Must be Chicago

participation by competitors? - None

amount/kind of company commitment necessary?

amount of control company will have on policies, procedures, etc.


overlap with activities of other associations - Charles Babbage - too similar

Co. does not join - most organizations
Must do not work!
Almost impossible



4. Regarding each of these issues, what decisions would most facilitate your participation?

other ideas

- Resol + technology 
- Govt, industry & working to solve
- international trade & exports issues
- good to talk have a forum to discuss key issues

5. If all of these concerns were met to your satisfaction, would you participate?

Would not join

No financial sponsoring interest

- "Act" + "Think tank" - worthwhile
- Overly commercial - this program
- not a patriarch



CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO. 2ANC108
 SIC. CODE

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 SIZE CODE

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 AREA CODE H

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 STUDY CODE

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 DATES

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-MM DD YY

STUDY TITLE:

TYPE OF INTERVIEW:

☒ VENDOR
☐ USER

☒ TELEPHONE
☐ ON-SITE
☐ MAIL

INTERVIEWER: R28COMPANY: McCormack & Dodge

CO. TYPE: _____

ADDRESS: _____

SALES: _____

NO. EMPL: _____

INDUSTRY ☐☐ DISCRETE MANUFACTURING☐ UTILITIES☐ INSURANCE☐ PROCESS MANUFACTURING☐ RETAIL☐ GOVERNMENT - FEDERAL☐ TRANSPORTATION☐ BANKING☐ GOVERNMENT - STATE & LOCAL☐ MEDICAL☐ WHOLESALE☐ EDUCATION☐ SERVICES☐ OTHER

INTERVIEWS

NAMETITLETELEPHONE NO.Frank Dodge

SUMMARY _____

REFERENCES _____

With that general description in mind, would you please answer the following questions?

Frank Dodge
McCormick + Dodge
617 651-1010

1. What is your overall reaction to this idea?

~~Getting Good~~ idea for edvc. idea - need to tell institutions what is
job skills are
~~needed~~ needed -

Big shortage now of qualified candidate

2. On a scale of 1 to 10, with 10 being the highest, how would you rate your level of interest in this institute?

6

3. What specific concerns do you have regarding the institute? (Solicit their concerns first and then use the following as prompts as necessary.)

cost? not a problem if value is there

location? would need to move around

participation by competitors? - who are other participants? what do they
bring?

amount/kind of company commitment necessary? - would consider various
positive

amount of control company will have on policies, procedures, etc.

overlap with activities of other associations

how would it relate to ADAS D

" " " " " True to goals

} should not conflict

How much ^{consent} time will it take?

now - does 25 trade shows / yr + software expo -

4. Regarding each of these issues, what decisions would most facilitate your participation?

Get evaluations other than Delphi - what was Delphi plan?

Need statistical analysis of software

5. If all of these concerns were met to your satisfaction, would you participate?

Yes



CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO. ZANCIP9
 SIC. CODE
 SIZE CODE
 AREA CODE
 STUDY CODE
 DATES 110883
 MMDDYY

STUDY TITLE:

TYPE OF INTERVIEW:

☒ VENDOR
☐ USER

☒ TELEPHONE
☐ ON-SITE
☐ MAIL

INTERVIEWER: RLP

COMPANY: AGS

CO. TYPE:

ADDRESS: 1

SALES:

NO. EMPL:

INDUSTRY ☐☐ DISCRETE MANUFACTURING☐ PROCESS MANUFACTURING☐ TRANSPORTATION☐ MEDICAL☐ SERVICES☐ UTILITIES☐ RETAIL☐ BANKING☐ WHOLESALE☐ OTHER☐ INSURANCE☐ GOVERNMENT - FEDERAL☐ GOVERNMENT - STATE & LOCAL☐ EDUCATION

INTERVIEWS

NAME

TITLE

TELEPHONE NO.

Larry Schanberg

SUMMARY

REFERENCES



With that general description in mind, would you please answer the following questions?

AGS

Harry Schenberg

I

1. What is your overall reaction to this idea?

"Crazy"

"Job out of

"Ridiculous"

No interest in attending college students
Hired college professors

"Don't talk to entrepreneur they will not go for this"

2. On a scale of 1 to 10, with 10 being the highest, how would you rate your level of interest in this institute?

2

3. What specific concerns do you have regarding the institute? (Solicit their concerns first and then use the following as prompts as necessary.)

cost? - would not pay

location? → recruiting is local

participation by competitors? - not a problem

amount/kind of company commitment necessary? - no idea

amount of control company will have on policies, procedures, etc. no idea

overlap with activities of other associations - no idea

HS vs college different - should deal only with 1 group of students
Does not pay to hire + more people =

could not be work-study because of travel problems.

"Only guy gaining is real estate"



4. Regarding each of these issues, what decisions would most facilitate your participation?

None - just not a workable idea

5. If all of these concerns were met to your satisfaction, would you participate?

He is not sure
"Who would benefit?"

No

Job must work ^{only} because
it moves around

"Dallas Mart -
too localized
be expansion

CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO. 21ANC1110
 SIC. CODE

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 SIZE CODE

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 AREA CODE 5

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 STUDY CODE

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 DATES 11/18/83
 - MM DD YY

STUDY TITLE:

TYPE OF INTERVIEW:

☒ VENDOR
☐ USER

☒ TELEPHONE
☐ ON-SITE
☐ MAIL
INTERVIEWER: RLECOMPANY: Kirchman / Fluid. Software

CO. TYPE: _____

ADDRESS: _____

SALES: _____

NO. EMPL: _____

INDUSTRY ☐☐ DISCRETE MANUFACTURING☐ UTILITIES☐ INSURANCE☐ PROCESS MANUFACTURING☐ RETAIL☐ GOVERNMENT - FEDERAL☐ TRANSPORTATION☐ BANKING☐ GOVERNMENT - STATE & LOCAL☐ MEDICAL☐ WHOLESALE☐ EDUCATION☐ SERVICES☐ OTHER

INTERVIEWS

NAME

TITLE

TELEPHONE NO.

Bernice SmithPres305-831-3001

SUMMARY

CONFIDENTIAL

REFERENCES _____



With that general description in mind, would you please answer the

J

following questions?

1. What is your overall reaction to this idea?

Very good idea - difficult to find top 10 of candidates
"Extremely lucrative financially"

2. On a scale of 1 to 10, with 10 being the highest, how would you rate your level of interest in this institute?

~~8~~ 7

3. What specific concerns do you have regarding the institute? (Solicit their concerns first and then use the following as prompts as necessary.)

cost? → would consider options

→ location? → hard to keep excitement going

participation by competitors? Not a problem

amount/kind of company commitment necessary?

amount of control company will have on policies, procedures, etc.

would want to have a voice in management of institute

overlap with activities of other associations.

Company's role is very important in all aspects of institute. Kirchman is very concerned

must be unique to have a value

"there's room for plenty of associations"

Kirchman has considered this type of business
she was unwilling to share her ideas



4. Regarding each of these issues, what decisions would most facilitate your participation?

Would prefer to keep ideas proprietary

5. If all of these concerns were met to your satisfaction, would you participate?

yes

CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG NO.

SIC CODE
SIZE CODE
AREA CODE
STUDY CODE
DATES 11/07/83
MM DD YY

STUDY TITLE:

TYPE OF INTERVIEW:

☒ VENDOR
☐ USER

☐ TELEPHONE
☐ ON-SITE
☐ MAIL

INTERVIEWER: _____

COMPANY: Information Builders

CO. TYPE: _____

ADDRESS: _____

SALES: _____

NO. EMPL: _____

INDUSTRY ☐☐ DISCRETE MANUFACTURING☐ UTILITIES☐ INSURANCE☐ PROCESS MANUFACTURING☐ RETAIL☐ GOVERNMENT - FEDERAL☐ TRANSPORTATION☐ BANKING☐ GOVERNMENT - STATE & LOCAL☐ MEDICAL☐ WHOLESALE☐ EDUCATION☐ SERVICES☐ OTHER

INTERVIEWS

NAMETITLETELEPHONE NO.Gerald Cohen212-736-4433

SUMMARY

No interest in taking part
Subj. & I no interest

REFERENCES _____

With that general description in mind, would you please answer the following questions?

1. What is your overall reaction to this idea?

2. On a scale of 1 to 10, with 10 being the highest, how would you rate your level of interest in this institute?

3. What specific concerns do you have regarding the institute? (Solicit their concerns first and then use the following as prompts as necessary.)

cost?

location?

participation by competitors?

amount/kind of company commitment necessary?

amount of control company will have on policies, procedures, etc.

overlap with activities of other associations

4. Regarding each of these issues, what decisions would most facilitate your participation?

5. If all of these concerns were met to your satisfaction, would you participate?



CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO. 2ANC104
 SIC. CODE

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 SIZE CODE

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 AREA CODE

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 STUDY CODE

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 DATES

1	1	0	9	8	3
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 - M M D D Y Y

STUDY TITLE:

TYPE OF INTERVIEW:

☒ VENDOR
☐ USER

☒ TELEPHONE
☐ ON-SITE
☐ MAIL

INTERVIEWER: BBCOMPANY: Policy Management Systems

CO. TYPE: _____

ADDRESS: _____

SALES: _____

NO. EMPL: _____

INDUSTRY ☐☐ DISCRETE MANUFACTURING☐ UTILITIES☐ INSURANCE☐ PROCESS MANUFACTURING☐ RETAIL☐ GOVERNMENT - FEDERAL☐ TRANSPORTATION☐ BANKING☐ GOVERNMENT - STATE & LOCAL☐ MEDICAL☐ WHOLESALE☐ EDUCATION☐ SERVICES☐ OTHER

INTERVIEWS

NAME

TITLE

TELEPHONE NO.

Larry WilsonPres803-748-2000

SUMMARY

No interest - would not discuss

REFERENCES



Vendor ²⁴⁰⁰ 104 11/9/83

Good morning/afternoon. This is

calling from INPUT, an international research and consulting firm.

We are conducting an important study on the feasibility of a national software institute. As one of the leading companies/associations affiliated with that industry, your company has been selected to participate in this study.

I would like to tell you about the proposed institute and solicit your reactions to it. The entire interview should last no more than 10 minutes.

Is this a good time for you to discuss this with me? (If NO) We will be interviewing today and tomorrow. Will you have any time for us later?

(If they are not available, get the next highest person in charge.)

Harry Wilson, President
Policy Management Systems
803-748-2000

Joint Institute such as this is of no interest
to the company

Prefer not to
go into
detail



INSTITUTE INFORMATION

The purpose of the institute is to provide a vehicle for your company to join with leading universities and professional associations in recruiting and counseling prospective employees. The institute will be a "job mart" where employment candidates will be exposed to the opportunities and benefits of your company and, in turn, where you will have concentrated access to a large pool of qualified individuals.

The institute will also be a "trade mart" at which your company will be able to display your products and services to a wide potential user base, either by walk through displays or telecommunication to other businesses.

Activities of the institute will include:

- Job fairs for recruitment of new employees

- Company displays designed to build your company image

- Forums for influencing computer science curriculums

- co-op programs for pre-employment experience

- Publications promoting the industry and your involvement in it

- Research studies on industry issues

With that general description in mind, would you please answer the following questions?

1. What is your overall reaction to this idea?

2. On a scale of 1 to 10, with 10 being the highest, how would you rate your level of interest in this institute?

3. What specific concerns do you have regarding the institute? (Solicit their concerns first and then use the following as prompts as necessary.)

cost?

location?

participation by competitors?

amount/kind of company commitment necessary?

amount of control company will have on policies, procedures, etc.

overlap with activities of other associations

4. Regarding each of these issues, what decisions would most facilitate your participation?

5. If all of these concerns were met to your satisfaction, would you participate?



CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO.	2	0	0	0	1	1	1
SIC. CODE							
SIZE CODE							
AREA CODE							
STUDY CODE							
DATES	1	1	1	0	8	3	
	M	M	D	D	Y	Y	

STUDY TITLE:

TYPE OF INTERVIEW:

☒ VENDOR
☐ USER

☒ TELEPHONE
☐ ON-SITE
☐ MAIL
INTERVIEWER: R L SCOMPANY: Cullinet

CO. TYPE: _____

ADDRESS: _____

SALES: _____

NO. EMPL: _____

INDUSTRY ☐☐ DISCRETE MANUFACTURING☐ UTILITIES☐ INSURANCE☐ PROCESS MANUFACTURING☐ RETAIL☐ GOVERNMENT - FEDERAL☐ TRANSPORTATION☐ BANKING☐ GOVERNMENT - STATE & LOCAL☐ MEDICAL☐ WHOLESALE☐ EDUCATION☐ SERVICES☐ OTHER

INTERVIEWS

NAMETITLETELEPHONE NO.John Cullinan617-329-7700

SUMMARY _____

REFERENCES _____



With that general description in mind, would you please answer the following questions?

1. What is your overall reaction to this idea?

- doubt that it would work
could it attract enough good
firms might raid each other

2. On a scale of 1 to 10, with 10 being the highest, how would you rate your level of interest in this institute?

3

3. What specific concerns do you have regarding the institute? (Solicit their concerns first and then use the following as prompts as necessary.)

cost?

location? - need computer users

participation by competitors? no

amount/kind of company commitment necessary? no

amount of control company will have on policies, procedures, etc.

overlap with activities of other associations - not a problem with
the right people

Attracting enough people

would that make firms on co to another
must get in decision makers

job inst is a good idea - they have done "open houses"



4. Regarding each of these issues, what decisions would most facilitate your participation?

ability to attract right people, decision-makers

5. If all of these concerns were met to your satisfaction, would you participate?

No



11/14
~~Not Used~~ ~~Added~~
With that general description in mind, would you please answer the following questions?
~~CINCOM~~ - 513-662-2300
~~S. J. Smith~~
CINCOM
Dan Bunker, Market Resol

1. What is your overall reaction to this idea?

Demand is "so great" anything feasible? The
real ~~idea~~ is a tremendous idea

Even has a much bigger problem
CINCOM exhibits now

"Concept" is very good

2. On a scale of 1 to 10, with 10 being the highest, how would you rate your level of interest in this institute?

Job Markt - 9

Trade Markt - 7

3. What specific concerns do you have regarding the institute? (Solicit their concerns first and then use the following as prompts as necessary.)

cost? ←

location? → Chicago "very suitable"

participation by competitors? - yes - ~~give~~ a solution committee

amount/kind of company commitment necessary?

amount of control company will have on policies, procedures, etc.

overlap with activities of other associations - no overlap

Concern for "raiding" of other companies

How would ~~the~~ ~~new~~ customers be attracted? Would there be enough customers?

Question results on implementation

Legitimacy of trading road show



4. Regarding each of these issues, what decisions would most facilitate your participation?

No comments

5. If all of these concerns were met to your satisfaction, would you participate?

Yes, definitely



CONFIDENTIAL

INPUT QUESTIONNAIRE

not included

CATALOG. NO.

Z A N C I I 2

SIC. CODE

SIZE CODE

AREA CODE

STUDY CODE

DATES

1 1 1 4 8 3

- M M D D Y Y

STUDY TITLE:

TYPE OF INTERVIEW:

☒ VENDOR
☐ USER☒ TELEPHONE
☐ ON-SITE
☐ MAILINTERVIEWER: RLRCOMPANY: Date Band Design

CO. TYPE: _____

ADDRESS: _____

SALES: _____

NO. EMPL: _____

INDUSTRY ☐☐ DISCRETE MANUFACTURING☐ UTILITIES☐ INSURANCE☐ PROCESS MANUFACTURING☐ RETAIL☐ GOVERNMENT - FEDERAL☐ TRANSPORTATION☐ BANKING☐ GOVERNMENT - STATE & LOCAL☐ MEDICAL☐ WHOLESALE☐ EDUCATION☐ SERVICES☐ OTHER

INTERVIEWS

NAMETITLETELEPHONE NO.Bill Baker313-971-5363

SUMMARY _____

REFERENCES _____



With that general description in mind, would you please answer the following questions?

1. What is your overall reaction to this idea?

Software CO. and SOFTWARE CO. - they are similar
system CO. are different system CO. + SE on different
different info needs
unique idea
lots of competition for advertising \$\$

2. On a scale of 1 to 10, with 10 being the highest, how would you rate your level of interest in this institute?

1

3. What specific concerns do you have regarding the institute? (Solicit their concerns first and then use the following as prompts as necessary.)

cost? would need to be low to part. etc.

location?

participation by competitors? - they have different needs

amount/kind of company commitment necessary?

amount of control company will have on policies, procedures, etc.

overlap with activities of other associations no, too many "content" groups

ADAPSO "spin-off" for software

CO have focus in the "content" market

I'm going to have exchange with vertical market >

Not possible talking to each other

No need for general reference service



4. Regarding each of these issues, what decisions would most facilitate your participation?

most relate to content

5. If all of these concerns were met to your satisfaction, would you participate?

No



CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO.

ZAND007

SIC. CODE

SIZE CODE

AREA CODE

STUDY CODE

DATES

MM DD YY

STUDY TITLE:

TYPE OF INTERVIEW:

☐ VENDOR☐ USER☐ TELEPHONE☐ ON-SITE☐ MAIL

INTERVIEWER:

COMPANY:

CO. TYPE:

ADDRESS:

SALES:

NO. EMPL:

INDUSTRY ☐☐ DISCRETE MANUFACTURING☐ PROCESS MANUFACTURING☐ TRANSPORTATION☐ MEDICAL☐ SERVICES☐ UTILITIES☐ RETAIL☐ BANKING☐ WHOLESALE☒ OTHER☐ INSURANCE☐ GOVERNMENT - FEDERAL☐ GOVERNMENT - STATE & LOCAL☐ EDUCATION

INTERVIEWS

NAME

TITLE

TELEPHONE NO.

Jerry Dwyer

703-522-5855

SUMMARY

REFERENCES



With that general description in mind, would you please answer the following questions? V

1. What is your overall reaction to this idea?

appealing

2. On a scale of 1 to 10, with 10 being the highest, how would you rate your level of interest in this institute?

5

3. What specific concerns do you have regarding the institute? (Solicit their concerns first and then use the following as prompts as necessary.)

cost? would scrutinize & carefully / has to show direct value to assoc
location? no
*participation by competitors? maybe not **

amount/kind of company commitment necessary? no, as long as assoc. long term goals are satisfied

amount of control ^{association} will have on policies, procedures, etc.

would have to have lead role - Key factor

overlap with activities of ~~other~~ associations

somewhat. ADAPSO has regional grant programs to universities so it does get ^{some} exposure to students

(a)

** Problem may come on part of other assoc. joining inst. that ADAPSO belonged to. Its IRS code is 6 while other non-profit org are coded 3*

(b) BIG PROBLEM is having associations + vendors mix. It is a very competitive industry. The industry assoc. it would have problems of member / non-member puts up two

✓

4. Regarding each of these issues, what decisions would most facilitate your participation?

Key leadership in industry & key assoc members
would have to approve

Key would be for institute to demonstrate
it can fit into long range goals/
ADAPSD

5. If all of these concerns were met to your satisfaction, would you participate?

yes - would consider



CONFIDENTIAL

INPUT QUESTIONNAIRE

STUDY TITLE: assocTYPE OF INTERVIEW: ☐ VENDOR
☒ USER☐ TELEPHONE
☐ ON-SITE
☐ MAILCATALOG. NO. 24mcoo2

SIC. CODE

SIZE CODE

AREA CODE W

STUDY CODE

DATES

110783
-MMDDYYINTERVIEWER: Bob BernsteinCOMPANY: ASM

CO. TYPE: _____

ADDRESS: _____

SALES: _____

NO. EMPL: _____

INDUSTRY ☐☐ DISCRETE MANUFACTURING☐ UTILITIES☐ INSURANCE☐ PROCESS MANUFACTURING☐ RETAIL☐ GOVERNMENT - FEDERAL☐ TRANSPORTATION☐ BANKING☐ GOVERNMENT - STATE & LOCAL☐ MEDICAL☐ WHOLESALE☐ EDUCATION☐ SERVICES☒ OTHER

INTERVIEWS

NAME

TITLE

TELEPHONE NO.

Richard Durbin216-243-6900

SUMMARY _____

REFERENCES _____



With that general description in mind, would you please answer the following questions?

W

1. What is your overall reaction to this idea?

^{to (reports etc)}
mixed - always good to have more ^{now} than needed. Not aware of central institute can really address issues of such a diverse industry. He counts 57 associations nationwide in the DPI systems industry

2. On a scale of 1 to 10, with 10 being the highest, how would you rate your level of interest in this institute?

5

3. What specific concerns do you have regarding the institute? (Solicit their concerns first and then use the following as prompts as necessary.)

- Can't put dollar value
cost? ^{Key is Return on Investment} / will it serve specific needs of assoc
location?
participation by competitors? ^{no (for assoc friendly & have informal groupings anyway)}
amount/kind of company commitment necessary? ^{yes - \$4 people needed to get association duplicates effort of assoc itself. "Referral Investment"}
amount of control ^{association} will have on policies, procedures, etc.
would need reasonable input
overlap with activities of ^{other} associations?
a) yes - it duplicates 20-40% of it now
b) Assoc does not engage in active recruitment/employment activity and has philosophy not to get involved
c) is central "research" possible for defense industry
d) for central site/library & discussion = MIDWEST in one of the "second tier" cities like Indianapolis, St Louis, Lowell, etc. Keep out of Chicago, etc. Keep out of largest cities; keep out of ^{highly destructive} towns
e) would there be travelling seminars/conferences? Then a travel an issue as these could travel around country

4. Regarding each of these issues, what decisions would most facilitate your participation?

a) Knowing precisely reason for creation & how it would be organized.

b) concerned if it could actively address the diverse nature of the industry - the assoc. itself cannot always address the diverse interests of systems people whose principal concern is not really SW.

Can research be done to satisfy
4sm (system)
DIMA (HW, SW)
ACM & others

5. If all of these concerns were met to your satisfaction, would you participate?

would at least consider joining

CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO. 7100003
 SIC. CODE

 SIZE CODE

 AREA CODE

 STUDY CODE

 DATES 11/07/82
 -MM DD YY

STUDY TITLE:

TYPE OF INTERVIEW:

☐ VENDOR
☐ USER

☐ TELEPHONE
☐ ON-SITE
☐ MAIL

INTERVIEWER:

COMPANY:

CO. TYPE:

ADDRESS:

SALES:

NO. EMPL:

INDUSTRY ☐☐ DISCRETE MANUFACTURING☐ UTILITIES☐ INSURANCE☐ PROCESS MANUFACTURING☐ RETAIL☐ GOVERNMENT - FEDERAL☐ TRANSPORTATION☐ BANKING☐ GOVERNMENT - STATE & LOCAL☐ MEDICAL☐ WHOLESALE☐ EDUCATION☐ SERVICES☒ OTHER

INTERVIEWS

NAME

TITLE

TELEPHONE NO.

John Venetor Acting Exec Dir312-825-8124↓
Bill Zalud, Dir. Publications

SUMMARY

REFERENCES

With that general description in mind, would you please answer the following questions?

- (4) all the specific issues available more ways or another centralizing elsewhere might be good idea
1. What is your overall reaction to this idea?
- ① mixed. Appears it might be dominated by the SW vendors w/out direct gain to assoc or end users
- ② would be limited in impact to how many vendors joint - is it really possible to get enough to join?
- ③ as DPMgr Assoc job mgt & education would be key areas of interest to association
2. On a scale of 1 to 10, with 10 being the highest, how would you rate your level of interest in this institute?

6 1/2

3. What specific concerns do you have regarding the institute? (Solicit their concerns first and then use the following as prompts as necessary.)

ve BK > cost? not big issue if direct short term benefit shown (publications/better entry level programmers) would join

mid west plans } location? not as long as in one of 4 metro areas - DC, NY, Calif, Chicago

participation by competitors? NO

amount/kind of company commitment necessary? yes - Assoc staff time extremely important

amount of control ~~company~~ association will have on policies, procedures, etc.

yes - would not want it dominated by vendors

overlap with activities of other associations

not directly DPMgr is super assoc to two other groups that do get into education, info, etc

a) Am Fed not con of Info Processing Societies
Washington DC - Chris Cooper (sp?)

b) Int for Certification of Computer Professionals
Chicago Jamie Fox

also → c) LCP (Ltl Comp Program)
David Hamel tower room

4. Regarding each of these issues, what decisions would most facilitate your participation?

1. A direct/important role can be made to improve DP education
2. if reports/etc are properly Assoc as well & can be distributed w/out too much added cost.

the assoc would definitely consider joining
Key is to insure that institute can directly
contribute to DP education during & after
schooling & on the job

5. If all of these concerns were met to your satisfaction, would you participate?

yes



CONFIDENTIAL

INPUT QUESTIONNAIRE

CATALOG. NO. Z1NC0019
 SIC. CODE

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 SIZE CODE

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 AREA CODE

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 STUDY CODE

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 DATES 11 08 83
 -MM DD YY

STUDY TITLE:

TYPE OF INTERVIEW:

Assoc
☐ VENDOR
☐ USER

☐ TELEPHONE
☐ ON-SITE
☐ MAIL

INTERVIEWER:

COMPANY:

CO. TYPE:

ADDRESS:

SALES:

NO. EMPL:

INDUSTRY ☐☐ DISCRETE MANUFACTURING☐ UTILITIES☐ INSURANCE☐ PROCESS MANUFACTURING☐ RETAIL☐ GOVERNMENT - FEDERAL☐ TRANSPORTATION☐ BANKING☐ GOVERNMENT - STATE & LOCAL☐ MEDICAL☐ WHOLESALE☐ EDUCATION☐ SERVICES☐ OTHER

INTERVIEWS

NAME

TITLE

TELEPHONE NO.

Mr. James Fox312-782-9437

SUMMARY

REFERENCES

*DPM was a center
 org. & suggested
 this org would*

With that general description in mind, would you please answer the following questions?

1. What is your overall reaction to this idea?

mixed right now. Institute established 10 years ago
to provide a Computer Prog Certificate. Tie in thru
institute ~~might~~ work universities might be useful
Not sure if "SW" institute that pertains &
what tie in with vendors would accomplish

2. On a scale of 1 to 10, with 10 being the highest, how would you rate your level of interest in this institute?

3 at this stage

3. What specific concerns do you have regarding the institute? (Solicit their concerns first and then use the following as prompts as necessary.)

we
BK } cost? yes

mid
west
plans } location? possibly

participation by competitors? no

amount/kind of company commitment necessary?

association
amount of control ~~company~~ will have on policies, procedures, etc.
Policies, etc. - definition would have to be clarified
overlap with activities of other associations

not at this point

4. Regarding each of these issues, what decisions would most facilitate your participation?

"Institute" would have to define itself in a way to show usefulness to assoc. purpose - which is to further a certificate program for computer professionals. As a nonprofit group 10 years old they have just established this year a membership group - members would very possibly be interested in the job market aspect.

5. If all of these concerns were met to your satisfaction, would you participate?

very possibly but can't say for sure at this point. I asked that we keep her informed of progress & that info on the inst. tute. of established would be reviewed.



CONFIDENTIAL

INPUT-QUESTIONNAIRE

CATALOG. NO.

21M0005

SIC. CODE

SIZE CODE

AREA CODE

STUDY CODE

DATES

11/29/87

MMDDYY

STUDY TITLE:

TYPE OF INTERVIEW:

☐ VENDOR☐ USER☐ TELEPHONE☐ ON-SITE☐ MAIL

INTERVIEWER:

COMPANY:

CO. TYPE:

ADDRESS:

SALES:

NO. EMPL:

INDUSTRY ☐☐ DISCRETE MANUFACTURING☐ PROCESS MANUFACTURING☐ TRANSPORTATION☐ MEDICAL☐ SERVICES☐ UTILITIES☐ RETAIL☐ BANKING☐ WHOLESALE☐ OTHER☐ INSURANCE☐ GOVERNMENT - FEDERAL☐ GOVERNMENT - STATE & LOCAL☐ EDUCATION

INTERVIEWS

NAMETITLETELEPHONE NO.

Mike Rippey Ex Dir

312-644-6610

SUMMARY

REFERENCES

With that general description in mind, would you please answer the following questions?

2

1. What is your overall reaction to this idea?

Mixed
SCW industry does need to "get it out" together. Might serve purpose
job market - interest to society if it included senior MIS mgrs
Institute can not be owned by vendors operated by them - needs to
be non profit for society to join

2. On a scale of 1 to 10, with 10 being the highest, how would you rate your level of interest in this institute?

3 until he has more info

3. What specific concerns do you have regarding the institute? (Solicit their concerns first and then use the following as prompts as necessary.)

OK cost? *yes* ³ 1-5K at most

mid west plans location? *not big concern*

participation by competitors? *no*

amount/kind of company commitment necessary? *would look at potential*

amount of control *association* ~~company~~ will have on policies, procedures, etc.

yes - have to have equal voice with vendors
overlap with activities of ~~your~~ *other* association?

just a bit
Society is senior MIS officers. It does own publications
So talking to AFIPS as possibly merging

4. Regarding each of these issues, what decisions would most facilitate your participation?

Has to be nonprofit
Society has to have governance voice

Fact SW industry has to get out together and address issues of incompatibility, inconsistency & fragmentation. SW vendors should have forum where this is done. It is their responsibility & customers should not have to pay to see this accomplished!

Nature of Institute will have to be defined - what really is its purpose - PR for vendors?

5. If all of these concerns were met to your satisfaction, would you participate?

Would consider once more
Details are available

Institute should be member run with associations equal role in advisory/counsel. Would institute be a SW industry voice promoting vendors? If this were Society would not join. They would if Society as senior MIS Exec & SW customers can influence SW company/industry activity



Good morning/afternoon. This is
calling from INPUT, an international research and consulting firm.

We are conducting an important study on the feasibility of a national software institute. As one of the leading companies/associations affiliated with that industry, your company has been selected to participate in this study.

I would like to tell you about the proposed institute and solicit your reactions to it. The entire interview should last no more than 10 minutes.

Is this a good time for you to discuss this with me? (If NO) We will be interviewing today and tomorrow. Will you have any time for us later?

(If they are not available, get the next highest person in charge.)

INSTITUTE INFORMATION

The purpose of the institute is to provide a vehicle for your company to join with leading universities and professional associations in recruiting and counseling prospective employees. The institute will be a "job mart" where employment candidates will be exposed to the opportunities and benefits of your company and, in turn, where you will have concentrated access to a large pool of qualified individuals.

The institute will also be a "trade mart" at which your company will be able to display your products and services to a wide potential user base, either by walk through displays or telecommunication to other businesses.

Activities of the institute will include:

Job fairs for recruitment of new employees

Company displays designed to build your company image

Forums for influencing computer science curriculums

co-op programs for pre-employment experience

Publications promoting the industry and your involvement in it

Research studies on industry issues

With that general description in mind, would you please answer the following questions?

1. What is your overall reaction to this idea?

2. On a scale of 1 to 10, with 10 being the highest, how would you rate your level of interest in this institute?

3. What specific concerns do you have regarding the institute? (Solicit their concerns first and then use the following as prompts as necessary.)

cost?

location?

participation by competitors?

amount/kind of company commitment necessary?

amount of control company will have on policies, procedures, etc.

overlap with activities of other associations

4. Regarding each of these issues, what decisions would most facilitate your participation?

5. If all of these concerns were met to your satisfaction, would you participate?

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4. Regarding each of these issues, what decisions would most facilitate your participation?

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INSTITUTE INFORMATION

The purpose of this institute is to provide a vehicle for your association to join with leading software vendors and universities in prompting the industry to students and prospective employees. The institute will be a "job mart" where prospective members of the industry will be exposed to software professions and where the professional goals of your association will be exemplified.

Activities of the institute will include:

- Career counseling on the opportunities in the software industry
- Forums for influencing computer science curriculums
- cCo-op programs for pre-employment experience
- Publications promoting the industry and your involvement in it
- Research studies and reports on industry issues.

Good morning/afternoon. This is

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(If they are not available, get the next highest person in charge.)

James B.

ADARSO	703-522-5055	- Jerry Dwyer
ACM	212-269-6322	- ⁸⁶⁹⁻⁷⁴⁴⁰ Sidney David H. Bandin
DRMA	312-825-8124	- John Caprol Lewis
SMIS	312-644-6610	- Mike Riphey
ASM	216-243-6900	- Richard Irwin

Pres/Gen Dir/PR(?)

The purpose of this institute is to provide a vehicle for your association to join with leading software vendors and universities in prompting the industry to students and prospective employees. The institute will be a "job mart" where prospective members of the industry will be exposed to software professions and where the professional goals of your association will be exemplified.

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Activities of the institute will include:

- Career counseling on the opportunities in the software industry
- Forums for influencing computer science curriculums
- cCo-op programs for pre-employment experience
- Publications promoting the industry and your involvement in it
- Research studies and reports on industry issues.

Assoc. Displays designed to build your image
["Job Fairs" for recruitment of new employees]



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